# IN THIS ISSUE WE 'RAP'...

No. 278 April 1988

# MAD IND ®

Our Price $1.50 Cheap!

Well, howdy there, gang—get a
load...of...me—
I'm the res-i-dent id-i-ot,
Al-fred E!
MAD's' looking for suckers
who'll spend...their...cash
On this latest assortment of
mind-less...trash!
If you've time...to...waste,
then have...no...fear—
The usual gang...of...clods...
are...here!

This cover, you'll note,
is a tot-al...flop,
Guar-an-teed to make our
circ-u-lat-ion drop!
Check the movies we spoof—
you'll get...no...yuks;
"Dirty Dancing's" a dud, and
"Stake-out" sucks!
And if you need...more...
proof why hu-mor's...
died,
Take a heav-y...look at
"The Light-er...
Side"!

You should know...that...
'MAD' serves no
vi-tal... need;
Heck, the "Yel-low Pages" are
more fun...to...read!
So better wise...up, gang, and
save...your...bucks,
And you won't...wind...up
among the wimps...and... schmucks!
But if you should blow it and
you crave...the...worst—
Just remember one thing—WE WARNED YOU FIRST!

0 70989 33230 0 04

## ALSO MAD PARDONS THE PRESIDENT

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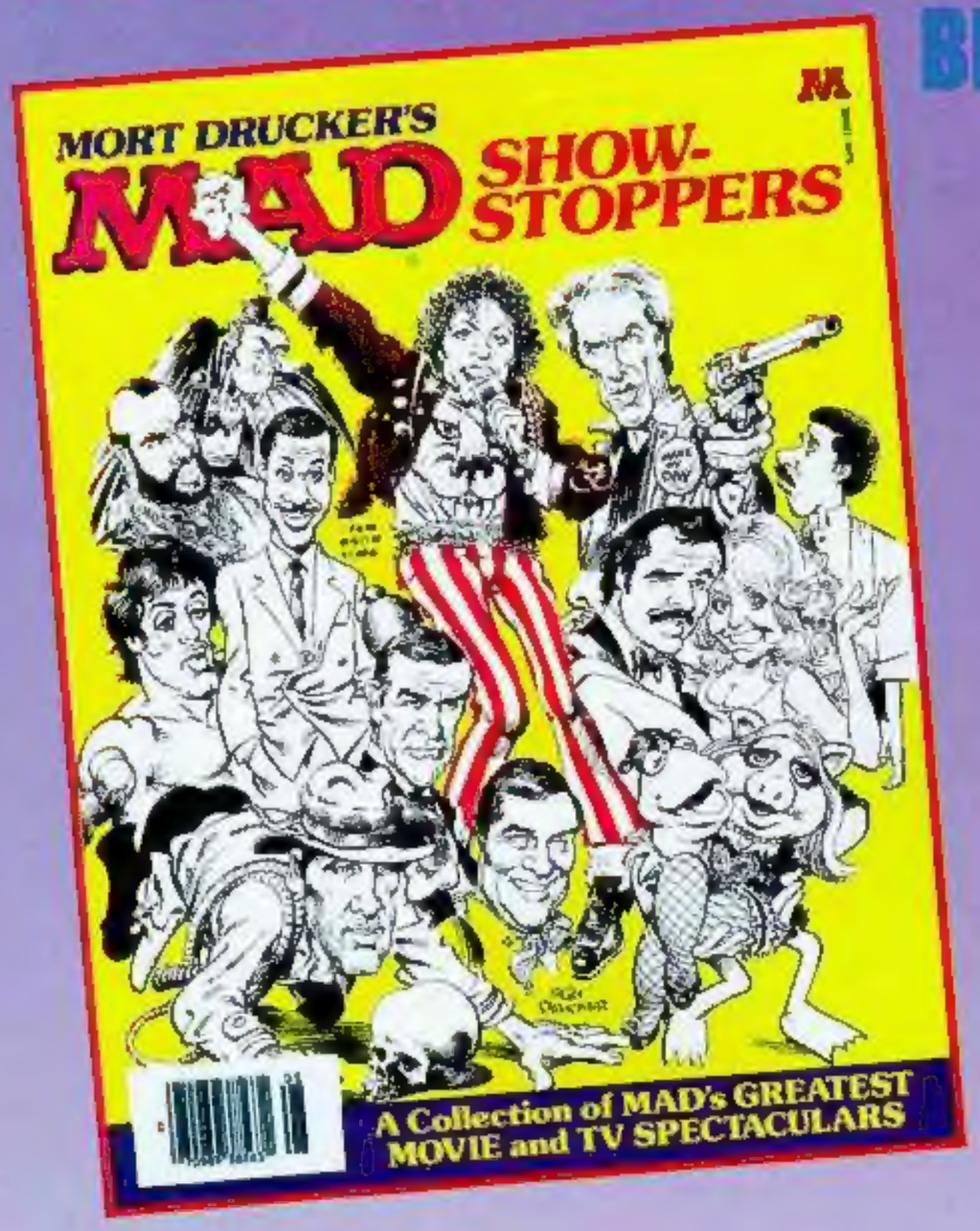
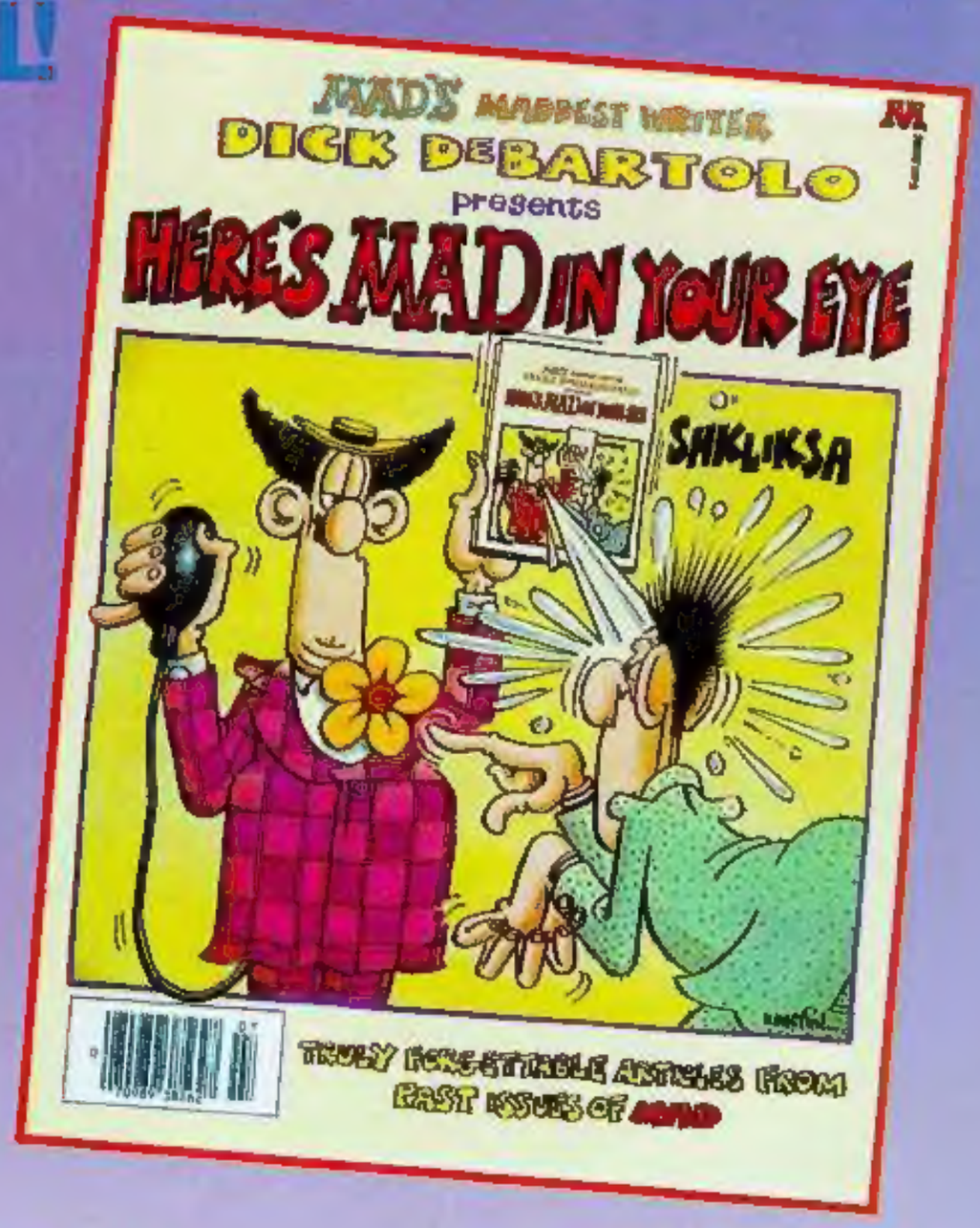
## BIG DEAL!

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☐ I enclose $11.75* Please send me the next 8 issues of MAD...Gaines knows what he can do with his lousy MAD big books!

☐ CHECK HERE IF RENEWAL

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CITY_____

STATE_____ ZIP_____ NUMBER OF CAVITIES AT LAST CHECK UP_____

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NUMBER 278 APRIL 1988

# MAD

*"Nowadays, government employees are people who aren't ashamed of their convictions."*
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*
LEONARD BRENNER *art director* TOM NOZKOWSKI *production*
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DICK DE BARTOLO *creative consultant*
JACK ALBERT *lawsuits* ANNE GAINES *blue cross troubleshooter*
GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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COVER ARTIST: RICHARD WILLIAMS
BACK COVER PHOTOGRAPHER: IRVING SCHILD
MODEL: PAULA JAYNE

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**"STINKOUT" (A MAD MOVIE SATIRE) Pg. 39**

# THIS IS THE WHEEL THING!!!

We've reached into our *trunk* and pulled out some *good, rich* laughs from many a *good year!*

Guaranteed to *jack-up* your spirits and *inflate* your *flat* life! You'll never *tire* of reading...

**THE SPARE MAD**

**"Brought To You By Those Luggable Nuts At Mad!"**


## LETTERS AND TOMATOES DEPT.

### IT'S REALLY SCARY...

It's really SCARY to think that... MAD has plagued us for 278 issues and shows no signs of letting up!

Matthew Bennett
University of Miami
Coral Gables, FL

**No Matthew, what's REALLY scary is that someone from the University of Miami would send us such a moronic, infantile letter...unless you're a faculty member, which would explain it! – Ed.**

### "WRETCHES OF ECCHFLICK"

For years I thought your magazine to be the work of Satan. Now, your movie satire "The Wretches of Ecchflick" proves it! I was going to write a scathing, critical letter, but suddenly something POSSESSED me to tell you how good it was instead!

Bob Cardinale
Maspeth, NY

**But just what the HELL is your point? – Ed.**

### "UPDATED CHILDREN'S BOOKS"

I read "MAD's Updated Children's Books" in issue #276, and it really made me feel glad that I'm illiterate!

Dana Rodman
Boston, MA

**Thanks! You're just the kind of reader we're looking to attract! – Ed.**

### MORON MAIL

I'm a high school senior who is failing Government class. My teacher said he would give me 25 points extra credit if I got a letter published in a major publication. Just wondered if you knew of any.

Andy Toth
East Lansing, MI

**Sure, we know plenty of major publications, but since 25 extra credit points will only raise your grade to 57 (still far below a passing grade), why bother? See you in summer school! – Ed.**

Most people send in asking for an autographed picture of Alfred, but not me. Enclosed is an autographed picture of myself!

Chad Allen
Redding, CA

**Chad, thanks for the photo. Glad to see your job at the thrift shop is working out. P.S.: Your hair seems to have grown in nicely since the operation! Stay in touch. – Ed.**

### DE NIRO DROPS IN

**We idiots up here at MAD were recently honored by a visit from Academy-Award winning actor Robert De Niro and his son, Raphael. We showed him our satire of his film "The Untouchables," and we're all relieved that he didn't bring a baseball bat! Pictured from left to right are MAD Editors John Ficarra and Nick Meglin, Robert and Raphael, Art Director Len Brenner and tired Associate Editors Sara Fowler and Charlie Kadau.**

## A REAL "CRASS" ACT

**The cast of ABC's "Head of the Class" contort their faces in pain. Either they've been reading our spoof of their show in MAD #275 or they've just been stuck from behind with pins. Just where *is* Howard Hesseman, anyway?**

## DENTALLY DISTURBED

Don't you think it's time that Alfred E. Neuman gets his front tooth taken care of? I mean, doesn't the poor guy receive any dental benefits from your company?

Eric Huber
Valley Stream, NY

**You fool, you fool, you FOOL! Alfred DID have his tooth repaired! In fact, MAD will award a free one-year subscription to the first six people whose letters correctly identify the regular issue number and situation in which Alfred's tooth was fixed! The decision of the judges is arbitrary and final. Employees of MAD, E.C. Publications and Warner Communications and their families have a much better chance of winning than you do! – Ed.**

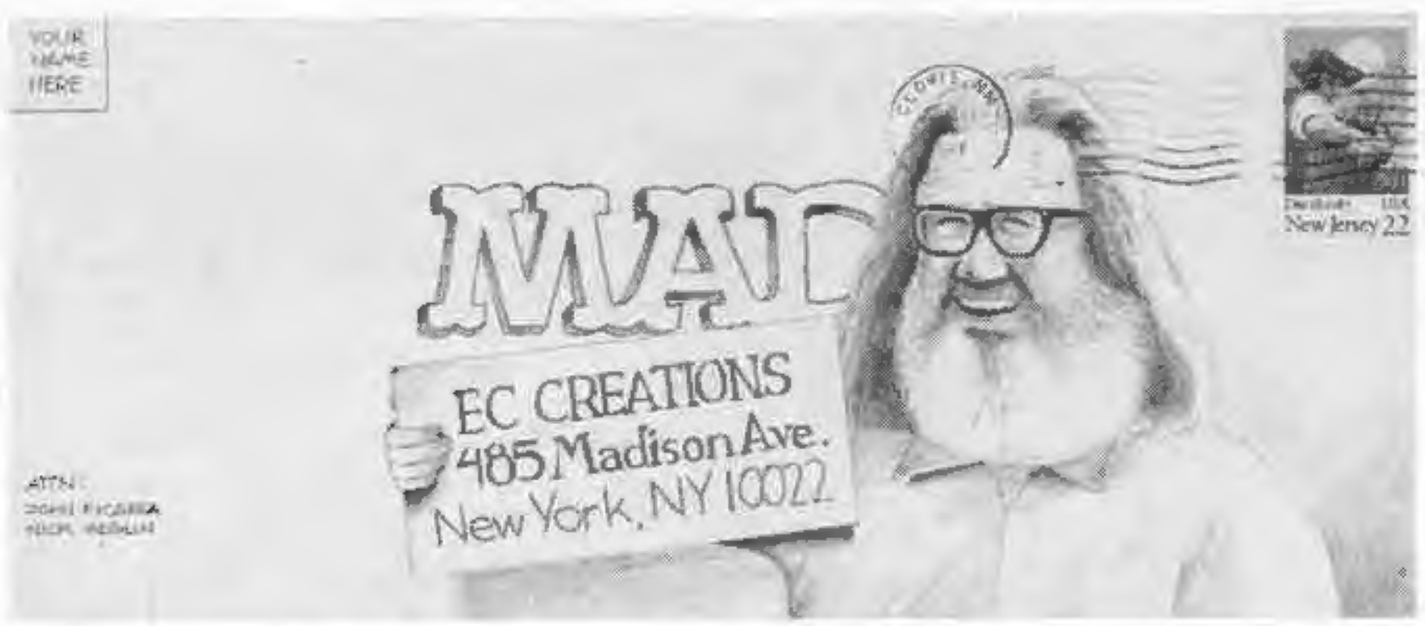
## PARDON OUR FRENCH

I felt very disappointed reading MAD #275. How can a magazine of such cultural quality print wrong translations of foreign phrases? In "MAD's Home Version of Jeopardy," the correct translation of "Screw the Americans! Give the terrorists whatever they want!" is: "Aux chiottes les Amerloques, donnons aux terroristes a quib veulent." I hope you'll continue to promote the French language in your publication.

Alain Pradot
Reims, France

**Le choke on it! – Ed.**

## ENVELOPE OF THE MONTH

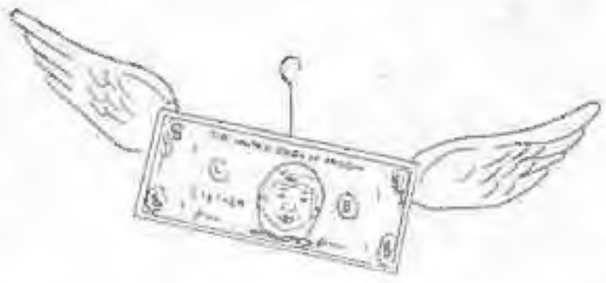


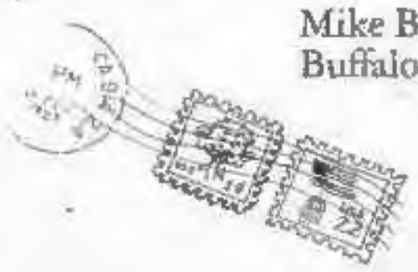

**Steve Orsatti of Clovis, NM, got so sick of receiving envelopes with Ed McMahon's picture on them that he decided to send us one with Bill Gaines's picture on it! Thanks for your sketch, Steve!! Have we won something??**

## ORNAMENT TORMENT

I thought of one "Commemorative Christmas Ornament" (MAD #276) that you missed.

Mike Bogdan
Buffalo, NY





**A memorial to the money wasted in the last year buying MAD.**

## MAD ABOUT *SIXTY MINUTES*

**Last September 20, CBS's *60 Minutes* aired a segment on MAD. Here are some letters we've gotten in response:**

I recently saw you on *60 Minutes* and then and there decided to subscribe. My wife has been buying MAD for me for 11 years, so I am not a new reader. Although Benton, Illinois, is not an island paradise like Haiti, I would welcome all of your smiling faces at my door when it's time to renew!

Curtis H. Settlemoir
Benton, IL

**Thanks for the cash! – Ed.**

I saw the *60 Minutes* story on MAD and loved it! I used to read my big brother's MADs when I was a kid. I picked one up today on my way to work. I enjoyed it more at age 38 than I did at 12. I'm sending in for a subscription for my son. Hopefully, he will enjoy it as much as I have over the years, plus I will get to read his old issues!

Donna Norman
Battle Creek, MI

**Thanks for the cash! – Ed.**

I saw the feature about your magazine and staff last night and thought it was great! It also reminded me how much my brother always liked MAD, so I want to order him a gift subscription. While I'm at it, I think I'll subscribe myself!

Sandra Etzel
Moline, IL

**Thanks for the cash! Thanks for the cash! – Ed. Ed.**

I saw you on *60 Minutes* and you were exactly the morons I thought you would be.

Derek Will
Fairfax, VA

**Thanks for the bash! – Ed.**

Some of the other Morley Safer groupies who wrote in to tell us they enjoyed (?) seeing MAD on *60 Minutes* include:

**Bill Looker, Bradford, PA; Clark Hosmer, Shalimar, FL; Robin Fremson, Massachusetts, USA; Vic Miller, Sherman Oaks, CA; Roger Lindsay, Chicago, IL; Elizabeth Beale, New Martinsville, WV; Meredith Chaidez, Keaau, HI; Bryan Alford, Rancho Palos Verdes, CA; Judith A. Corella, Reynoldsburg, OH; Carl F. Decker Jr., Southfield, MI; Dercia Salcedo, Galveston, TX; Vicki Kleinman, Santa Clara, CA; Wayne W. Smith, Idyllwild, CA; Otis Seals, Jr., Omaha, NE.**

---

**Please Address All Correspondence To:**
**MAD, Dept. 278, 485 MADison Avenue**
**New York, New York 10022**

**MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped microscope!**

## HOLLYWOOD AND GRIND DEPT.

Remember the movie "**Saturday Night Fever**" starring **What's-his-name?** It was about **dancing**! No? Hmm...

How about "**Flashdance,**" that movie about **dancing** starring that girl who wasn't a good dancer so they had to use a **stand-in** for her? You remember **that**, don't you?

**Ah hah!** A glimmer of recognition flickers in your otherwise dull, uncomprehending eyes! Well, you can bet your twine collection the people who made **this** movie remember!

# Dork

It's so nice to go to a place where they serve you **three meals a day!**

Not if they're served at the **same time!**

Our socially conscious daughter thinks we should send this food to **starving Asians!**

We'd also have to send the **Marines** to **make them eat it!**

I think the folks **baby** you too much!

Yeah! But it's getting **better!** Last week I was finally taken off **breast feeding!**

What do you get with the **breakfast special?**

Gas!

This is such a corny, **1940-ish** type picture!

EL GALLO (TRY TO REMEMBER)

1

TWEETIES BREAKFAST OF CHAMPIONS

ARTIST: MORT DRUCKER

What are you doing here? Guests aren't allowed at **staff parties! Get lost!**

Just who do you think you're talking to?

Judging by your **profile,** I'd say **Barbra Streisand's daughter!**

STAFF INFECTION ONLY

**CLICHÉ!: Rich girl meets boy from the wrong side of the tracks...**

Bubbie, you have to concentrate on the **music!** That's all that matters! You have to **feel** the **music** and **nothing else!**

Not even your **hand** on my **tush?**

Not if you want to **lose your inhibitions!**

I think I'm going to lose **more** than my **inhibitions** before **this dance is over!**

COME TO

THE KID OF GREY, MY FRIEND...

**CLICHÉ!: Repressed virgin discovers her sexuality...**

So much so that they took **every lousy cliché** from **those two** and **every other dancing film ever made** and stitched them together to make **this** forgettable fiasco!

In fact, there are so many clichés here that we had to use a **special computer** to keep track of them!

Well, folks, that does it for my **opening monologue!** In the actual movie, my voice-over begins the film, then **leaves** and **never returns!** If the **audience** was **smart**, it would do the **same thing!** Mad readers have the same option — keep reading or pass right by...

# Dancing

That's why it's back in the **60's!** That way the picture is only **20 years** out of date! If it was in the **1980's** it would've been **40 years** out of date!

The waiters here are all **college men!** That one is studying to be a **lawyer** and that one is studying to be an **engineer...**

You need a fork? **Call my service!** I don't make **table calls!**

Hmmm, it's **obvious** what this one's **studying to be!**

It's your job to fool the guests into believing they're having a **good time!** Dance with their ugly wives and daughters, or else you're **fired!**

Gee, Max makes me **feel good!**

Really? Are you an **employee?**

No— an **anti-semite!**

**WRITER: STAN HART**

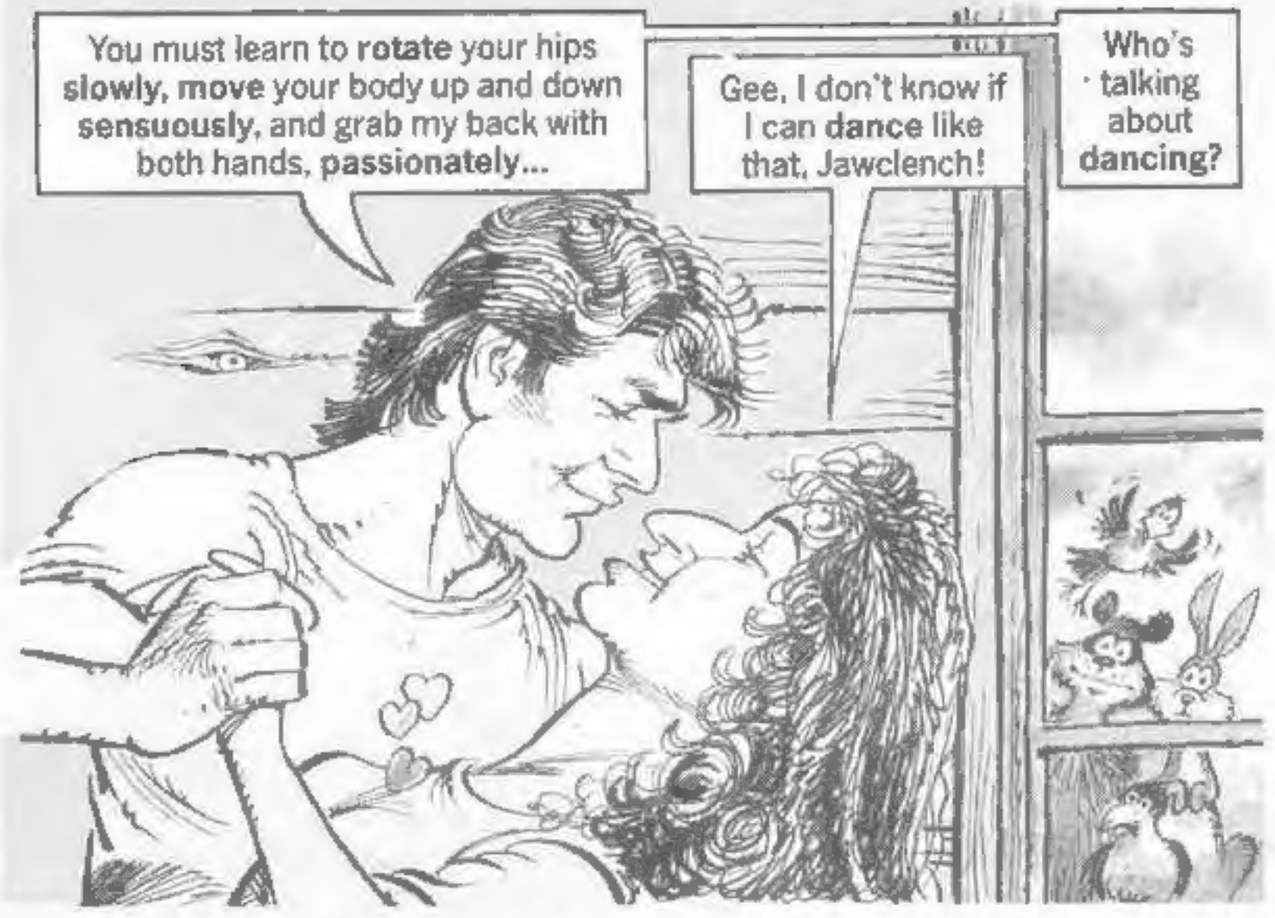

Johnny, what am I going to do? I'm **pregnant!**
Don't worry, Pinhead! I wouldn't let **anything bad happen** to you!
I think you're a **little late** with **that promise!**
FLASHPOINT

**CLICHÉ!: The kindness of the less fortunate working class towards one another...**


Bubbie, if I go for an **abortion,** I won't be able to dance with Johnny in the big **dance exhibition** next Saturday!
I can **take your place!**
No, I think I'd better go for the abortion **myself!**
I mean the **dance exhibition,** dummy!
Oh, yeah!

**CLICHÉ!: Amateur steps in to perform for the ailing professional...**

**CLICHÉ!: Sequences showing klutzy student struggling to learn...**


You must learn to rotate your hips slowly, move your body up and down sensuously, and grab my back with both hands, passionately...
Gee, I don't know if I can dance like that, Jawclench!
Who's talking about dancing?

**CLICHÉ!: Student falls in love with teacher...**

**CLICHÉ!: Klutz miraculously turns into graceful dancer overnight...**

Jawclench, I don't want anyone to recognize me! If someone tells my parents, I'm as good as dead!
Well, no one is going to recognize you in that disguise, especially that big, phony nose!
What phony nose?
Oh, sorry...

**CLICHÉ!: Tension — will she succeed?**

**CLICHÉ!: Stand-in makes good...**

I know I should be happy, but I'm worried, Jawclench!
About what?
We just had the climax of this picture and we're only half way through it! What are we supposed to do for the second half?
Fake it!
No! I'm saving that for the man I marry!
I don't think we're talking about the same thing, Bubbie!

**CLICHÉ!: The guy senses that he's fallen in love with the girl without knowing it...**

You got her in this condition, you louse!
He's not the father of her baby!
Right! And I'm not the mother!
Pinhead, don't try and help us, please!

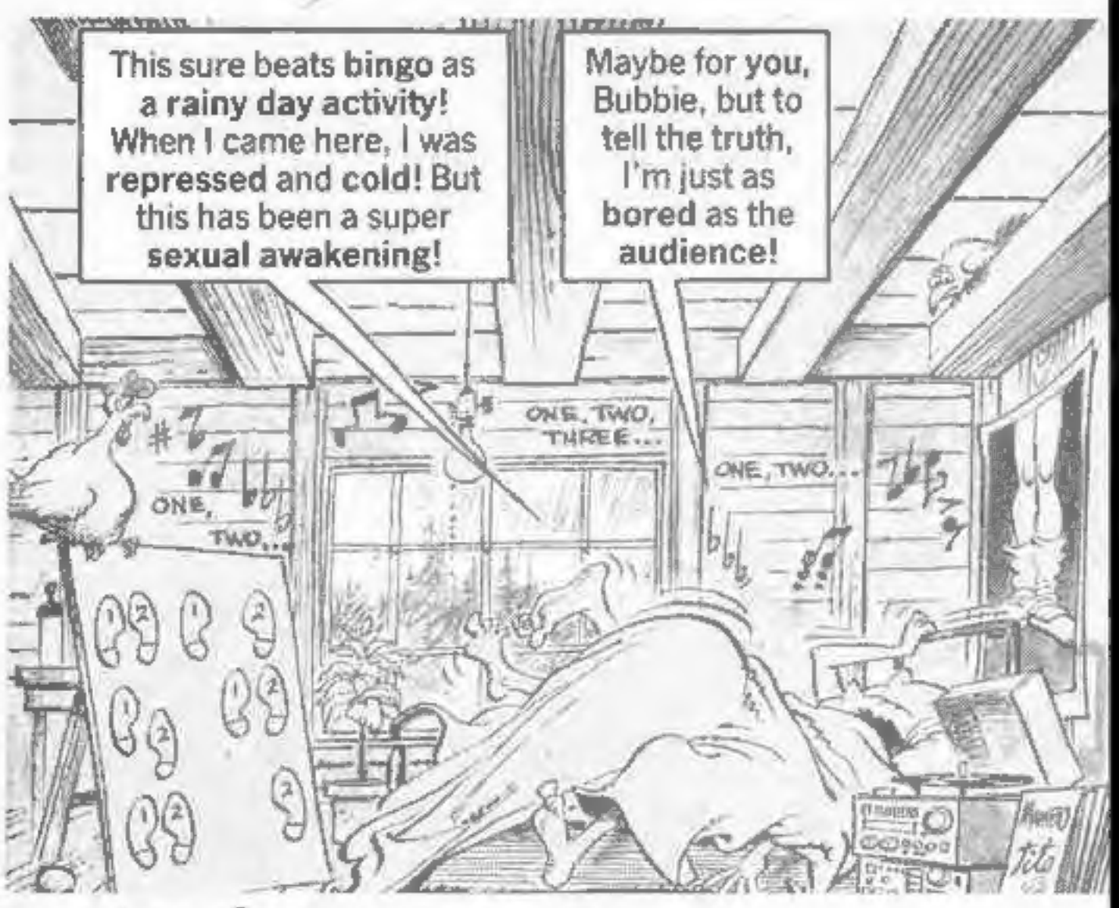
**CLICHÉ!: Hero accused unfairly...**

Bubbie, I forbid you to go out with Jawclench!
Sure! He's not good enough for our kind, huh?
You're very precious! I don't want you to date just anybody! The man I want for you is someone special!
You mean a doctor?
No! A eunuch!
HQ
HELP QUARTE

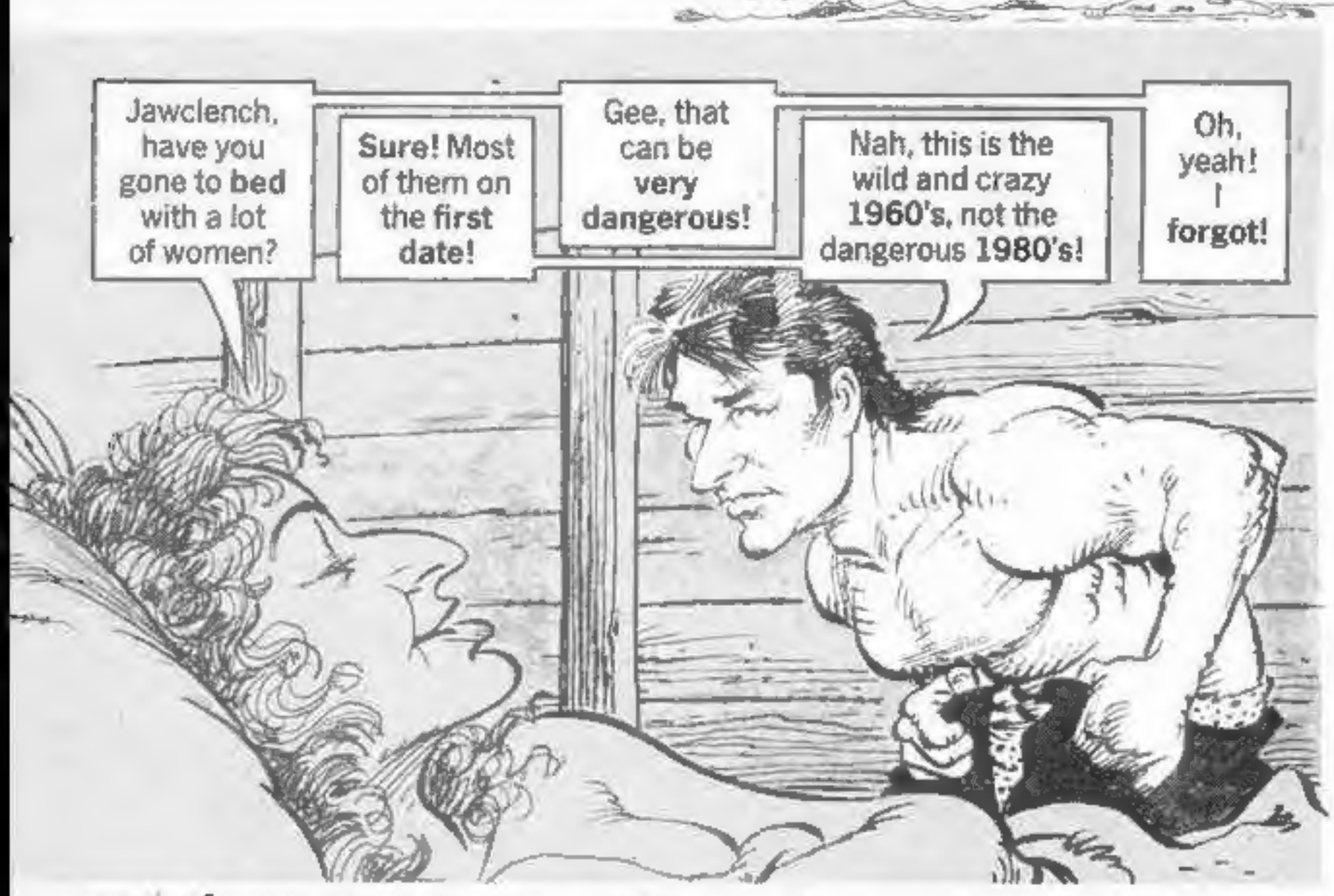
**CLICHÉ!: No guy is good enough for Daddy's little girl...**

Bubbie, How come your folks think that I'm nothing?
Maybe they've been watching you act...
Let's make love!
Gee, I don't know! If we do, you might tell everyone!
No I wouldn't! But If we don't, I'll tell everyone we did anyway! So we might as well!
Makes sense to me!
SHAME SHAME DANCING
I'D RATHER BE FRED THAN BED.

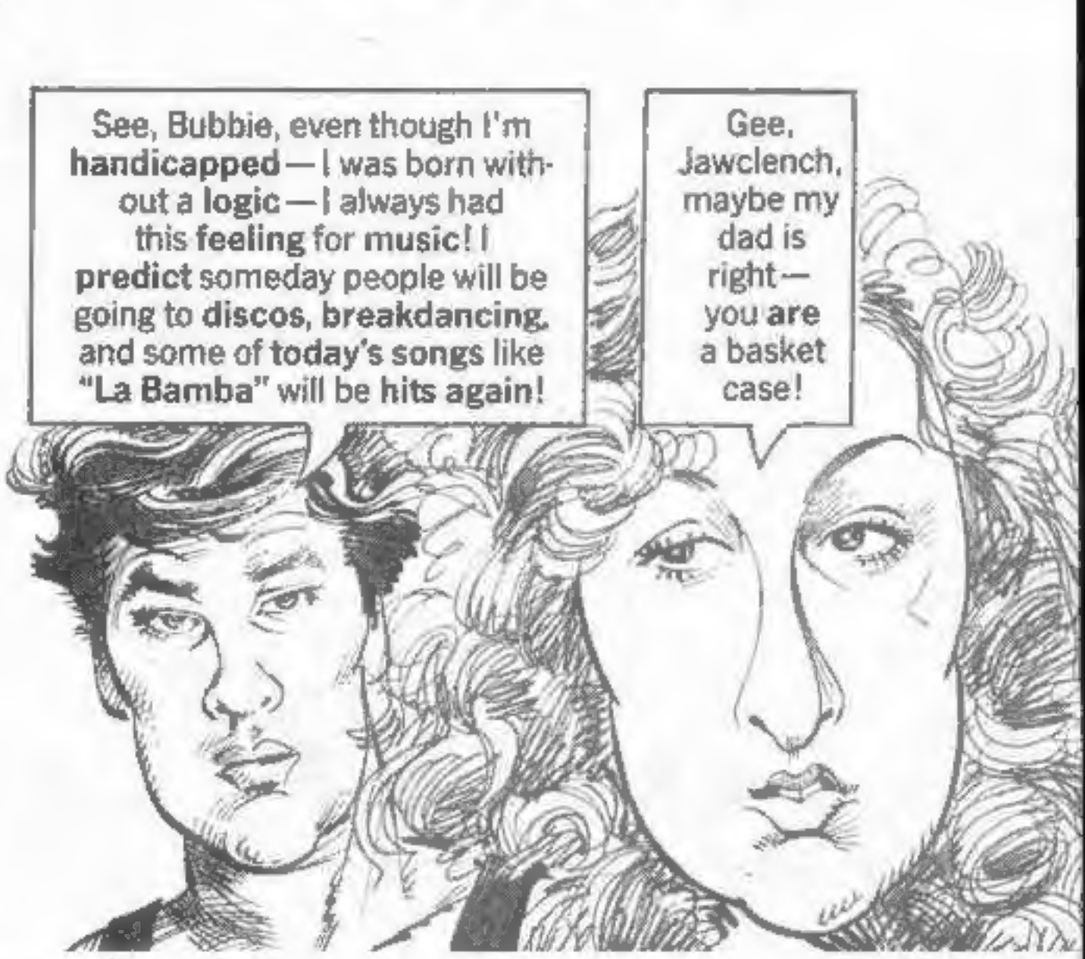
**CLICHÉ!: Dancing as foreplay...**


This sure beats bingo as a rainy day activity! When I came here, I was repressed and cold! But this has been a super sexual awakening!
Maybe for you, Bubbie, but to tell the truth, I'm just as bored as the audience!
ONE, TWO...
ONE, TWO, THREE...
ONE, TWO...

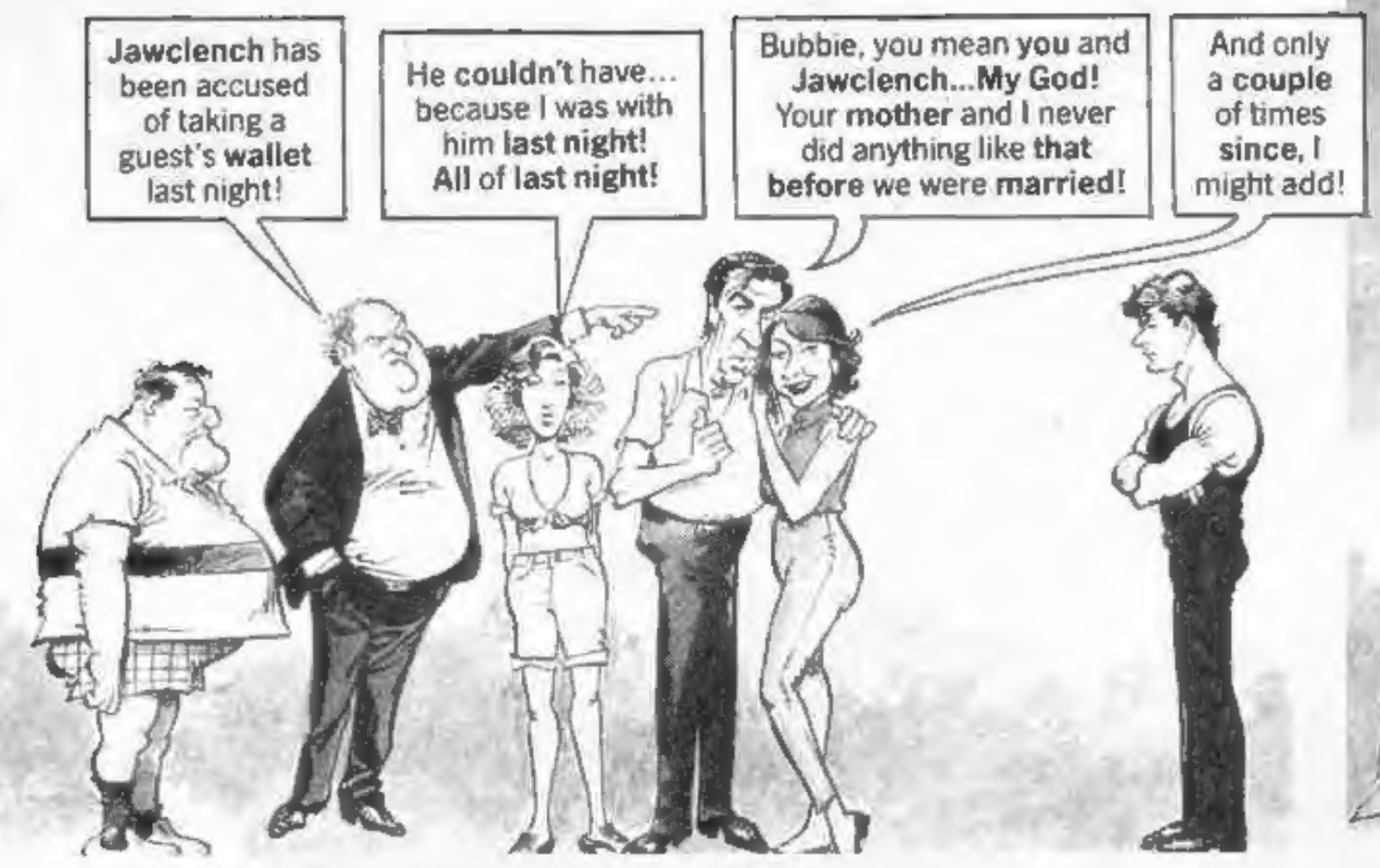
**CLICHÉ!: Typical sex scene with music, groping, and little else...**


Jawclench, have you gone to bed with a lot of women?
Sure! Most of them on the first date!
Gee, that can be very dangerous!
Nah, this is the wild and crazy 1960's, not the dangerous 1980's!
Oh, yeah! I forgot!

**CLICHÉ!: Sheltered, rich girl learns about life from street-wise, poor hero...**


See, Bubbie, even though I'm handicapped—I was born without a logic—I always had this feeling for music! I predict someday people will be going to discos, breakdancing, and some of today's songs like "La Bamba" will be hits again!
Gee, Jawclench, maybe my dad is right—you are a basket case!

**CLICHÉ!: Boy learns to have faith in himself...**


Jawclench has been accused of taking a guest's wallet last night!
He couldn't have... because I was with him last night! All of last night!
Bubbie, you mean you and Jawclench...My God! Your mother and I never did anything like that before we were married!
And only a couple of times since, I might add!

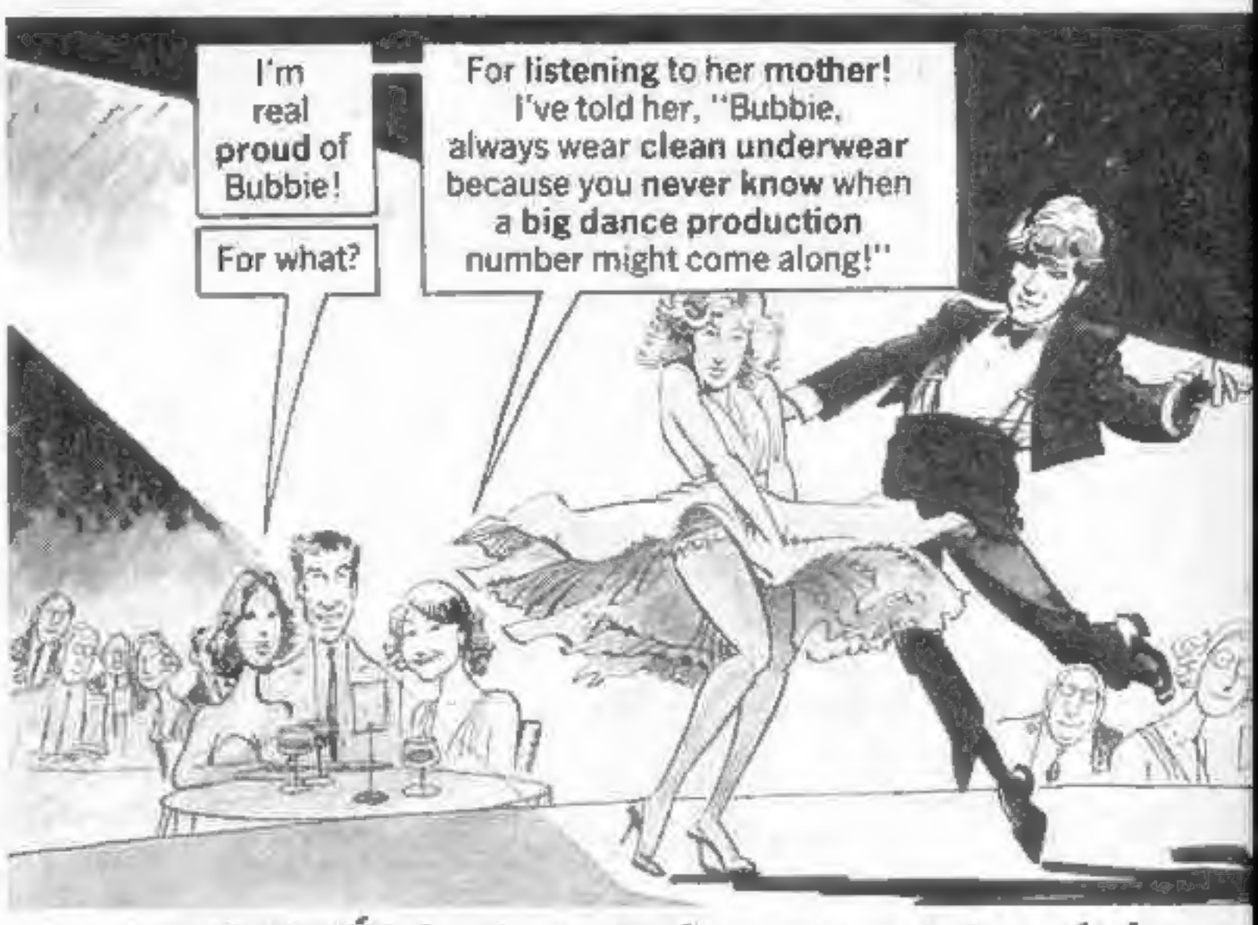
**CLICHÉ!: Girl stands up for her man at the cost of her reputation...**

They caught the real thief who stole that guest's wallet! You assumed it was Jawclench, but it wasn't! So there!
Well, even though it goes against my training as a doctor, I'll lower myself and admit I was wrong!
16
THE MAMAS AND THE PEPPERS
IF IT BOTHERS YOU SO MUCH.. DON'T USE IT.

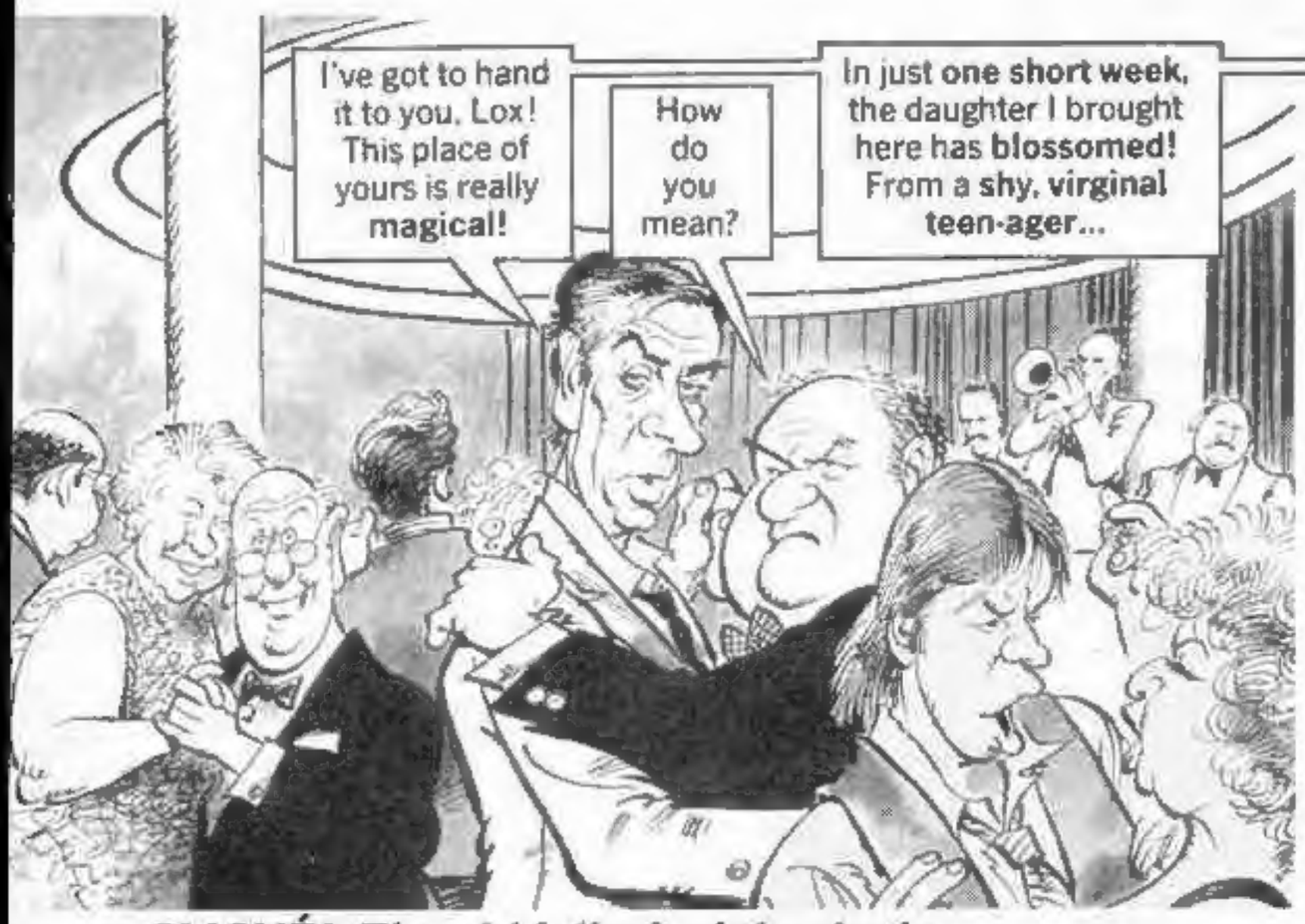
**CLICHÉ!: The self-righteous, pompous ass displays a trace of humility...**

And you also assumed that Jawclench was the one who got Pinhead pregnant, but he wasn't!
I was wrong again! Great! Then that means my assumption that you were having sex with Jawclench must also be wrong!
Sorry, Pop, but you should've quit while you were ahead!

**CLICHÉ!: Father realizes his daughter is no longer a little girl...**


I'm real proud of Bubbie!
For what?
For listening to her mother! I've told her, "Bubbie, always wear clean underwear because you never know when a big dance production number might come along!"

**CLICHÉ!: Impromptu dance turns into a slick, choreographed production...**

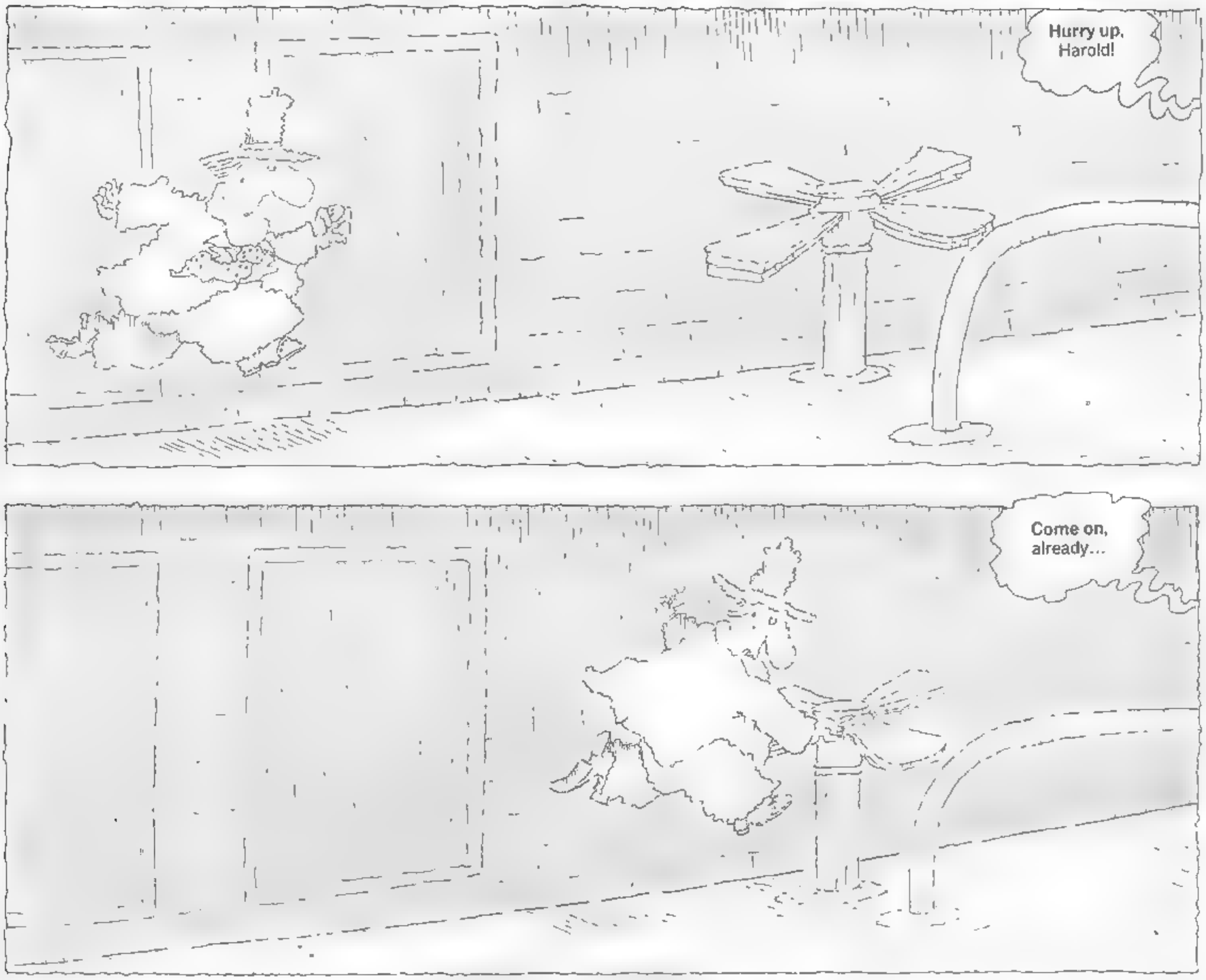

I've got to hand it to you, Lox! This place of yours is really magical!
How do you mean?
In just one short week, the daughter I brought here has blossomed! From a shy, virginal teen-ager...

**CLICHÉ!: The old folks feel the rhythm and join in with the kids...**

**CLICHÉ!: Leave the ending vague enough so that if this bomb makes it, there can always be a sequel!**

TALES FROM THE DUCK SIDE DEPT.

# THE TERRIFYING TERMINAL TRAGEDY




ARTIST AND WRITER. DUCK EDWING

THE SHADOW STILL DOESN'T KNOW DEPT.

*Readers of a certain article and its sequel (MADs #257 & #272) were beginning to feel that we'd left them in the dark! So our concerned editors set out to shed some light on the subject...and came up with*

# STILL MORE CELEBRI

ARTIST· BOB CLARKE

Which is ROBIN LEACH ...and which is SESAME STREET'S ERNIE ?

Which is KADDAFI...and which is NANCY?

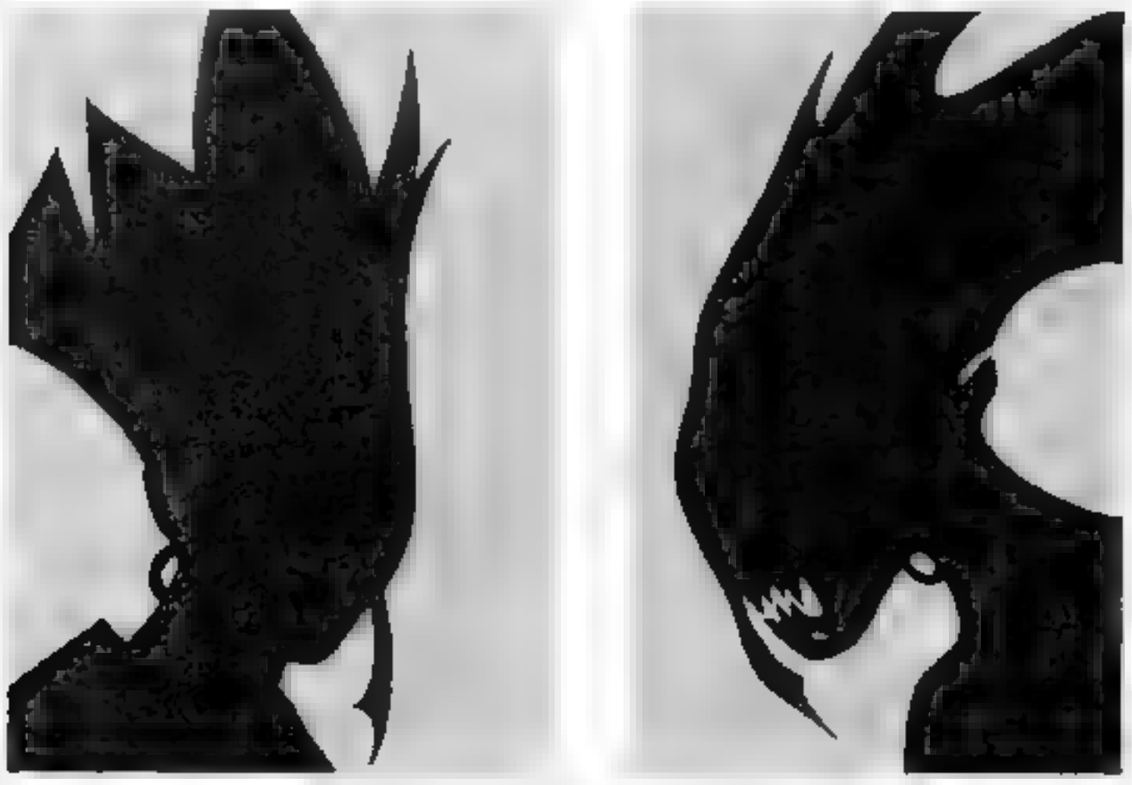
Which is DON JOHNSON...and which is MAX HEADROOM?

Which is ROGER EBERT? ...and which is MARVIN

Which is NEWHART'S LARRY, DARRYL & DARRYL... and which is SNAP, CRACKLE & POP?

# ITY SILHOUETTES

WRITER: RURIK TYLER

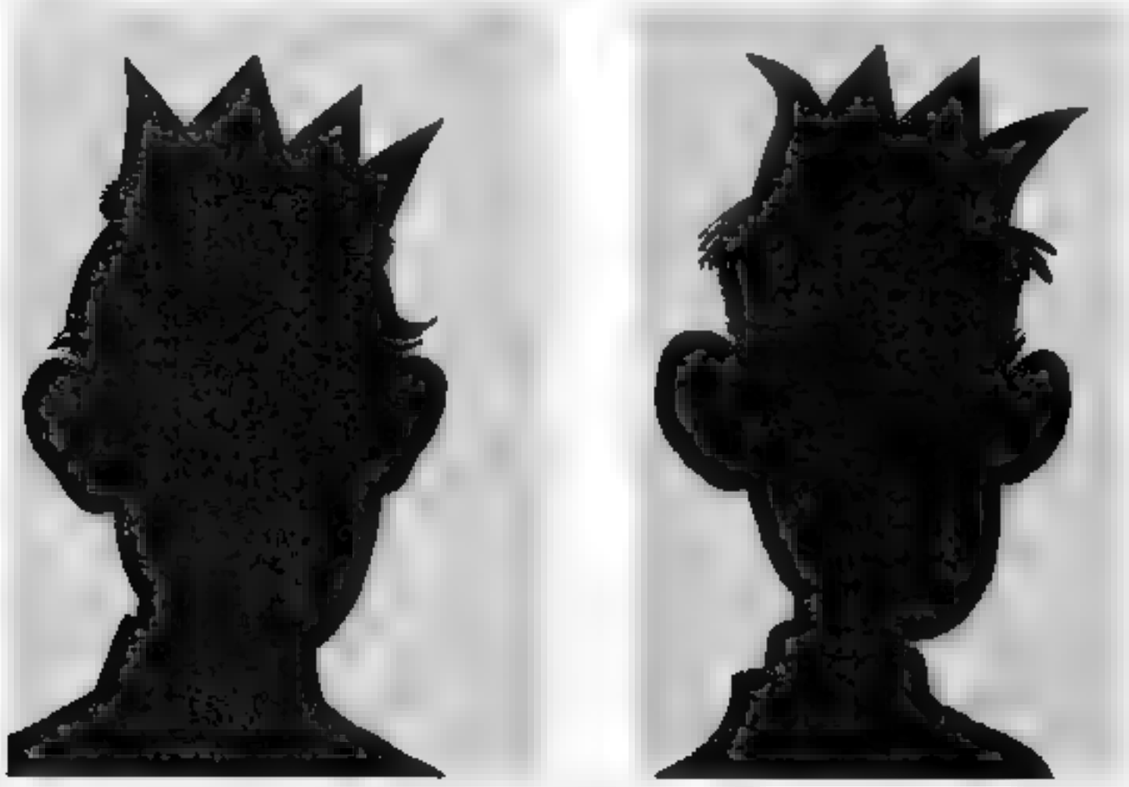


Which is PATTI LABELLE...and which is THE ALIEN?

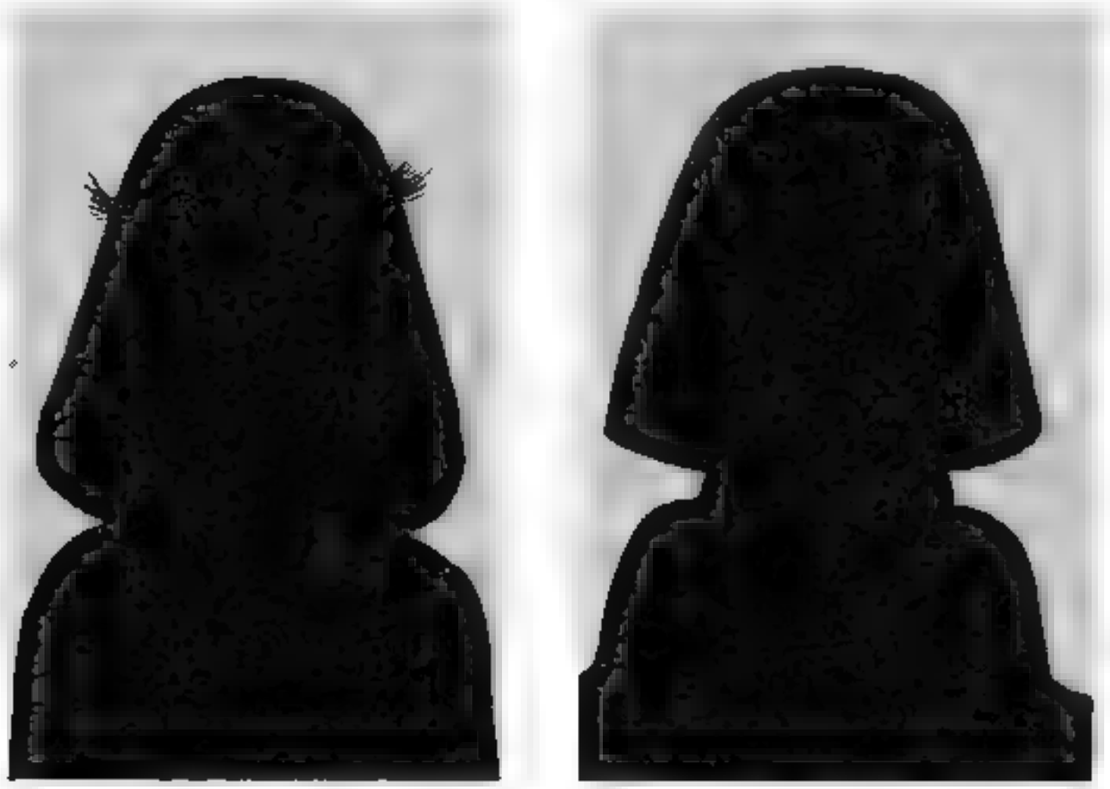
Which is JOHN COUGAR MELLENCAMP...and which is LIL' ABNER?

Which is DON KING...and which is THE WISHNIK TROLL?

Which is FERDINAND MARCOS...and which is DONDI?



Which is PRINCE CHARLES...and which is JUGHEAD?

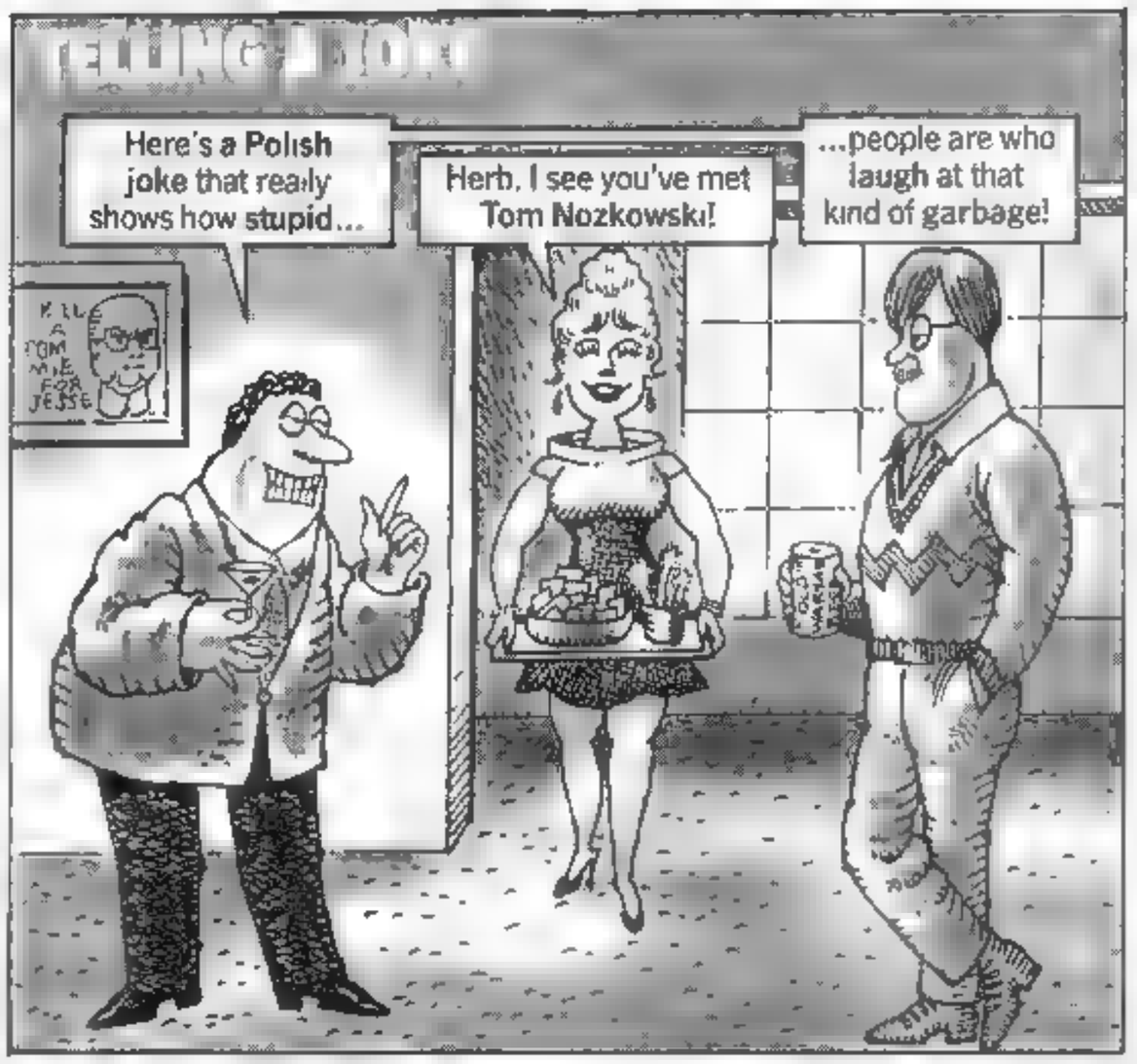


Which is LINDA EVANS...and which is THE SPHINX?

ALL JAFFEE DEPT.

*Embarrassing situations can happen at any time. Like right now—this article. Mostly, however, they happen when you put your big foot*

# QUICK RECO EMBARRASSIN


Here's a Polish joke that really shows how stupid...
Herb, I see you've met Tom Nozkowski!
...people are who laugh at that kind of garbage!

GOING TO A MUSEUM
How can the guy who did this dare call himself an artist ..
I did it.
...when it s perfectly obvious that he should be called a GENIUS!

*firmly into your big mouth. But there is a way out. All you have to do is study the examples shown here and you'll learn to make...*

# DVERIES FOR
# G SITUATIONS

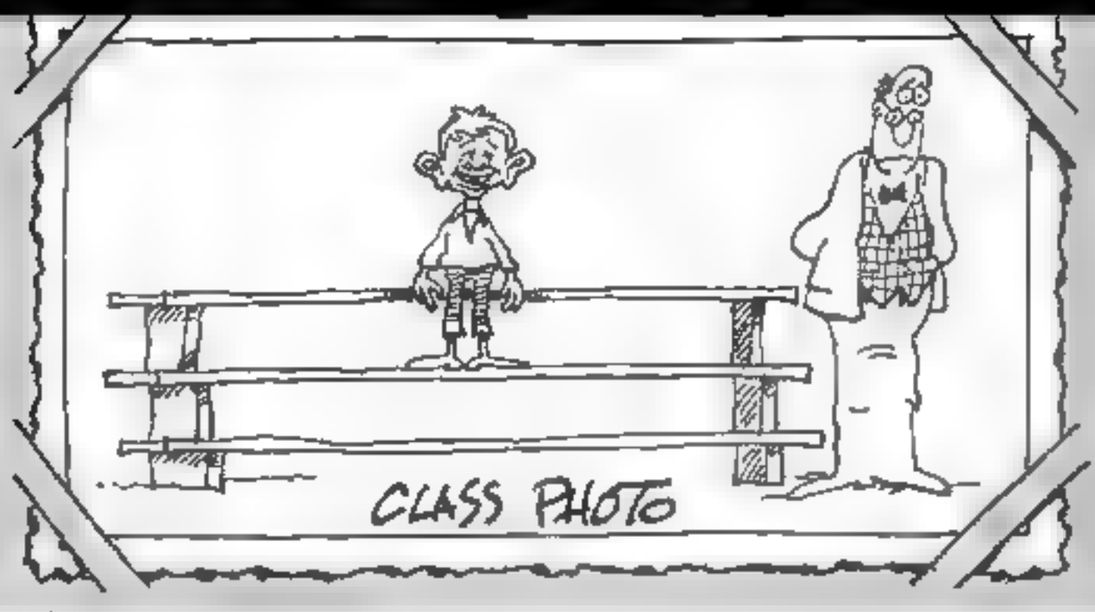
ARTIST AND WRITER: AL JAFFEE

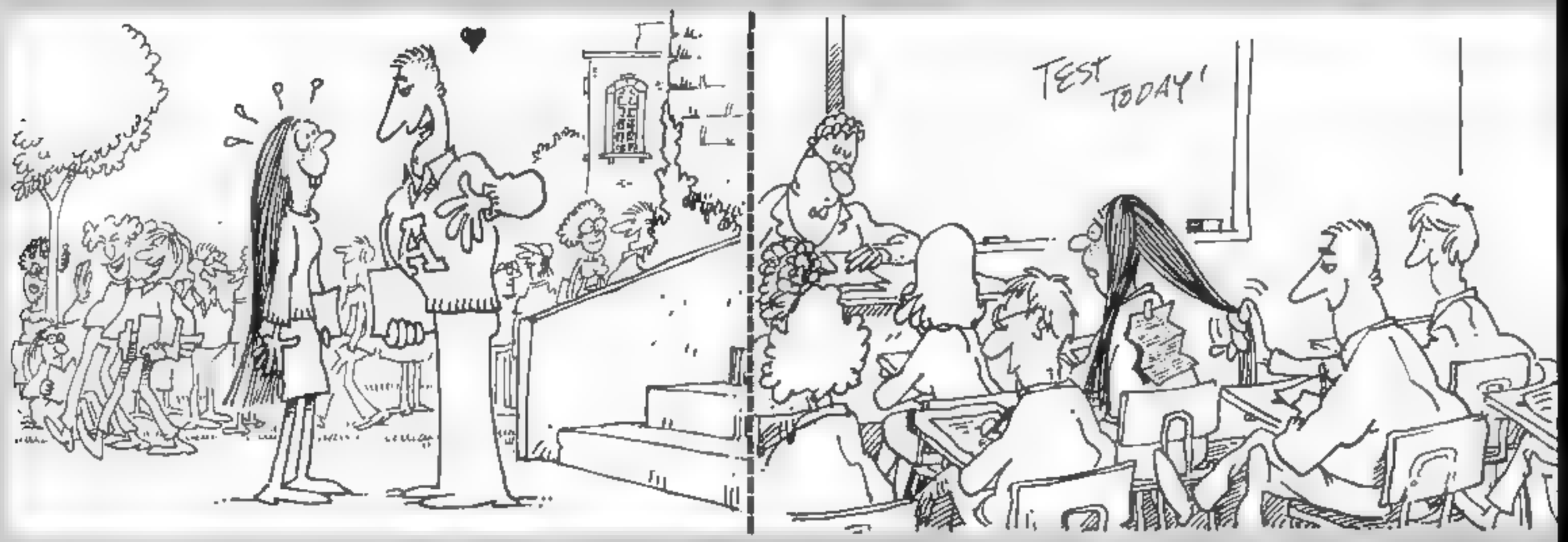
I've suffered through boring home videos before. but whoever shot this...
I did
. has restored my farth n this remarkable art form!

SERG-IN-GENERAL DEPT.

# A MAD LOOK AT

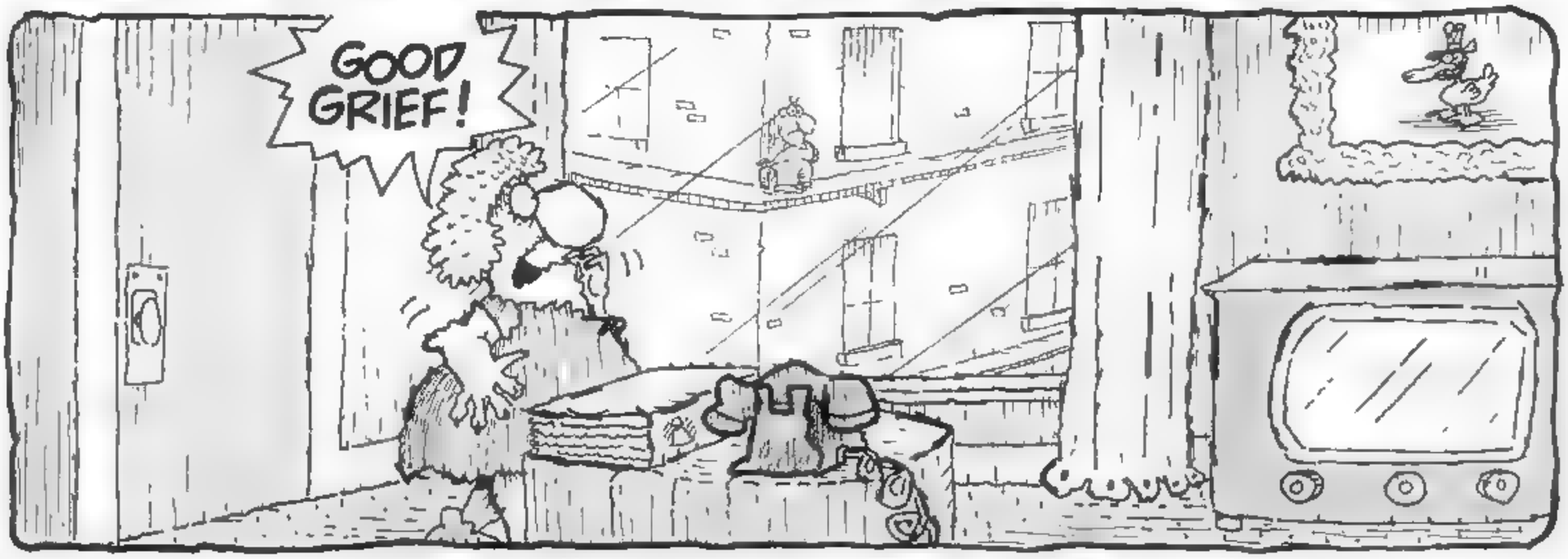
# SCHOOL

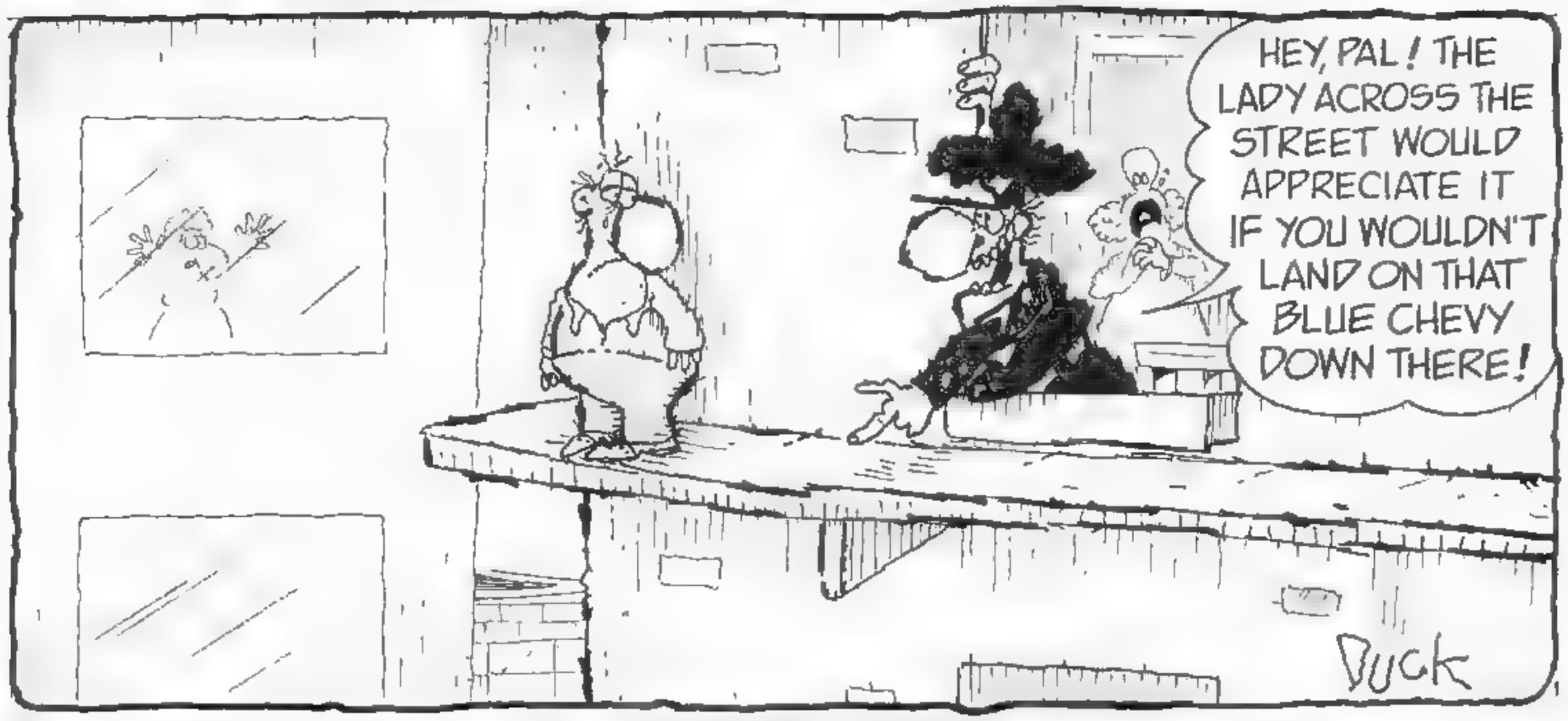



ARTIST AND WRITER SERGIO ARAGONES

# THE STUPEFYING SUICIDE SITUATION








ARTIST AND WRITER: DUCK EDWING

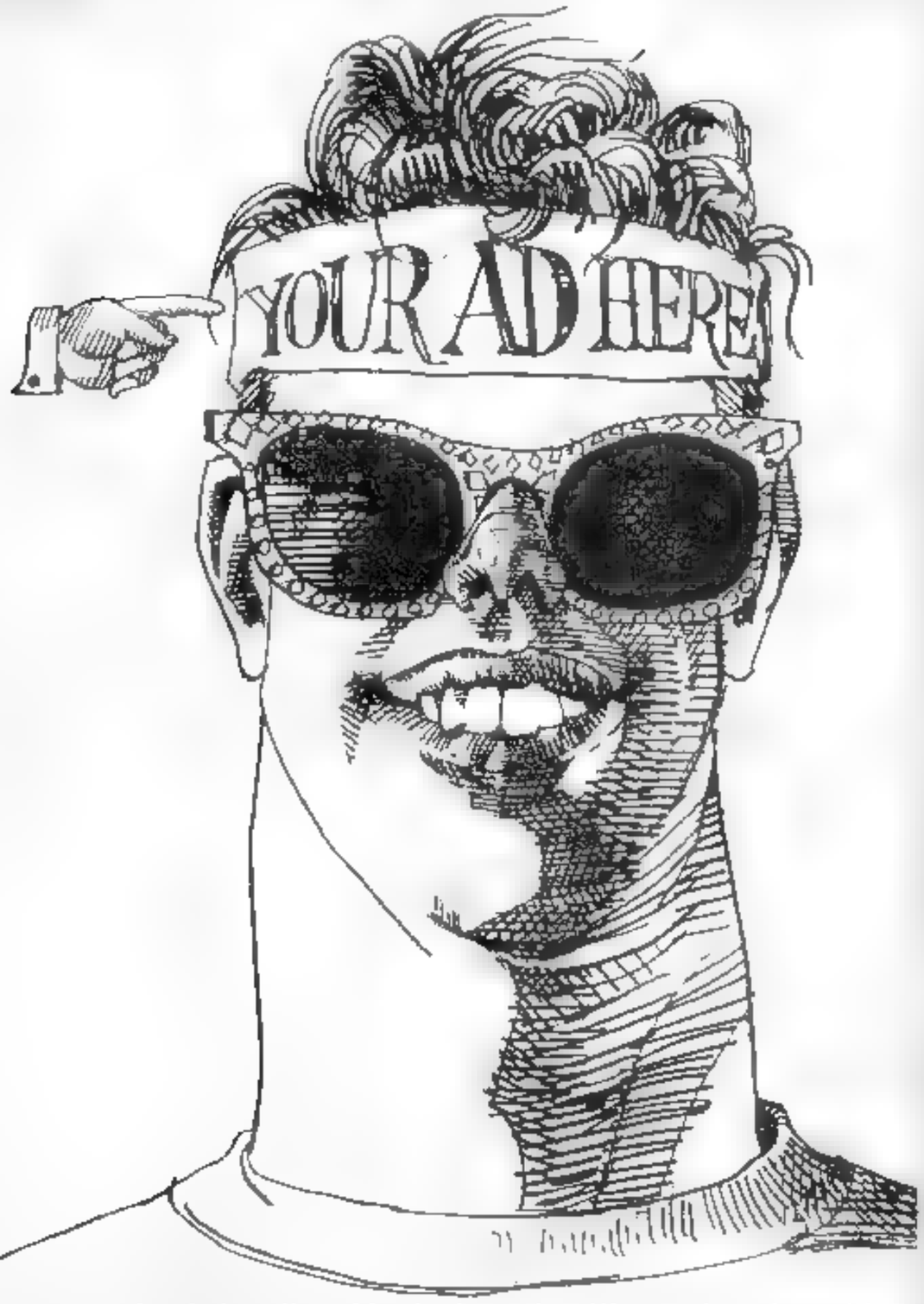
ALONG THE SNIDE LINES DEPT.

Not too long ago, we fired off a barrage of insults at every highly rated individual and well respected organization we could think of and called the entire mess "The MAD Nasty File." It was our insincere hope that by bursting every one of the world's over-inflated balloons we wouldn't need to vent our spleen in a similar fashion for a long time. But alas, much to our delightful dismay, we find there is already a new crop of celebrities and "institutions" that have yet to feel the sting of our pointed barbs! So, with no apologies, we petulantly present...

# the MAD NASTY FILE (VOL TWO)

ARTIST: GERRY GERSTEN WRITER: TOM KOCH

## JIM MC MAHON




...wears an elastic headband in the hope it will somehow keep his brain in place.
...became a hero in Chicago, the town that also has a warm feeling for the Cubs, Al Capone and stockyard aroma.
...proved that any quarterback can look good on a team that has a backfield with Walter Payton and a defense with Refrigerator Perry

## LT. COL. OLIVER NORTH

...picked a gorgeous model to be his secretary, which proves that his judgement isn't always bad.
...sincerely believes that the rank of Marine Colonel outranks the President of the United States.
...proved that the people of this country want to know what's really going on—with their favorite soaps, considering how many complained when they were pre-empted.

## JACK NICHOLSON

...doesn't make horror movies intentionally—his romantic comedies just turn out that way.
..is noted for his portrayals of a psychopath, an astronaut and an underworld hit man—all played exactly alike.
.could do a great impersonation of a cobra, if only his smile had more warmth.

## OPRAH WINFREY

..got her unusual first name because her baby brother couldn't pronounce "Obesity."
..proved that anyone can succeed in a field where the only real competition is Phil Donahue.
..tells all her guests she has the same problems they do, which is a little hard to believe when she has bulimiacs on the show.

## "POLICE ACADEMY" MOVIES

prove that even Bubba Smith can seem like a talented actor if he's surrounded by a cast that's sufficiently untalented.
...help children learn to show even less respect for law enforcement than they already do.
...consist of about 90 brief scenes that can be shown in any order without disturbing the plot—or helping it.

## ICE HOCKEY

...is a convenient way for players to give blood without traveling all the way to Red Cross headquarters.
...gives people in Edmonton something more entertaining to do in the wintertime than listen to their frozen noses break off.
..is the only sport you can watch on TV for a lifetime without ever actually seeing a goal scored.

## "HERPANITY"

...keeps viewers happy with the promise that two of each day's insufferable smart alecks will lose.

...is the only place where a doctoral student in ancient history can hope to win part of his tuition money back.

...fills a need by giving people who know Herbert Hoover's middle name a place to show off their skill.

## FERDINAND AND IMELDA MARCOS

...discovered that a whole country can be run the same way Jim and Tammy Bakker ran the PTL

...hope to return to the Philippines one day because the country still has $14 left that they neglected to steal

...insist they are innocent of wrongdoing, which is sort of like Danny DeVito insisting that he's really six-feet-four.

## TOM CRUISE

...uses a stand-in for his billiard shooting and jet flying scenes, but unfortunately does the other stuff himself.

...received race driving lessons from Paul Newman when he should have been begging for acting lessons.

...is considered a wholesome type because he has pearly teeth, short hair and a better police record than Sean Penn.

## GARY HART

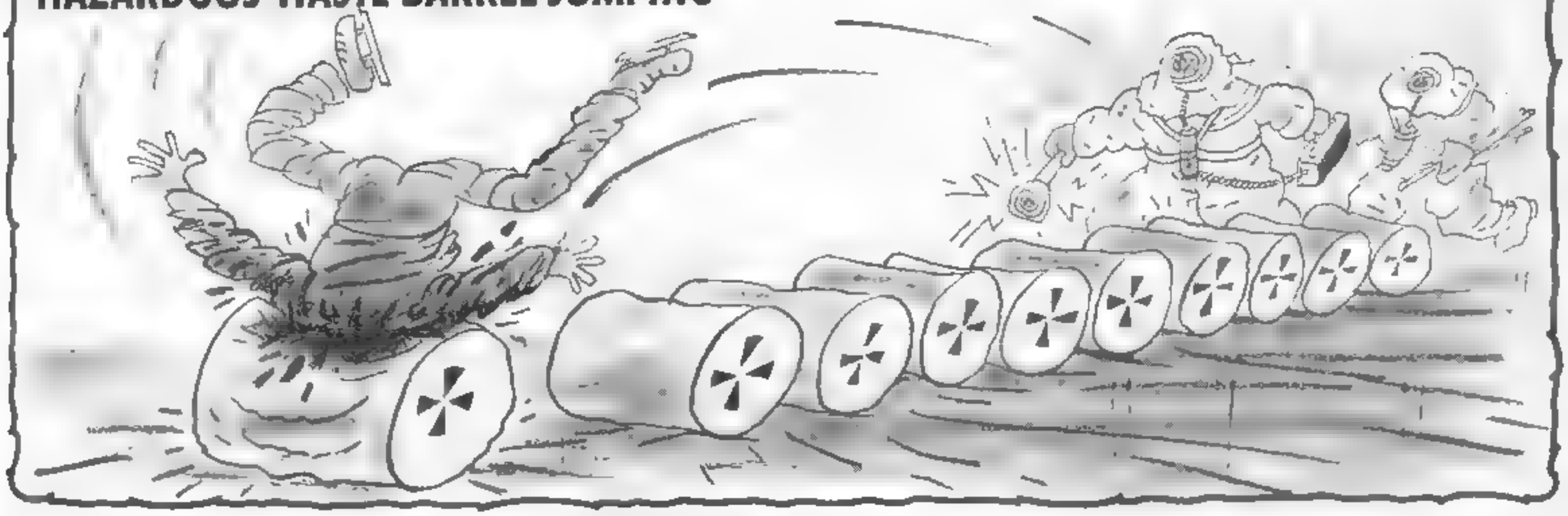
...tried to model his life after John Kennedy, but wound up in a scandal more reminiscent of Ted Kennedy

...is the only politician who still owes campaign debts going back to his run for Sixth Grade Hall Monitor.

...now wishes he'd taken up the hobby of making model boats, rather than making models on boats

# DANGEROUS SPO

## HAZARDOUS WASTE BARREL JUMPING



ARTIST AND WRITER· PAUL PETER PORGES

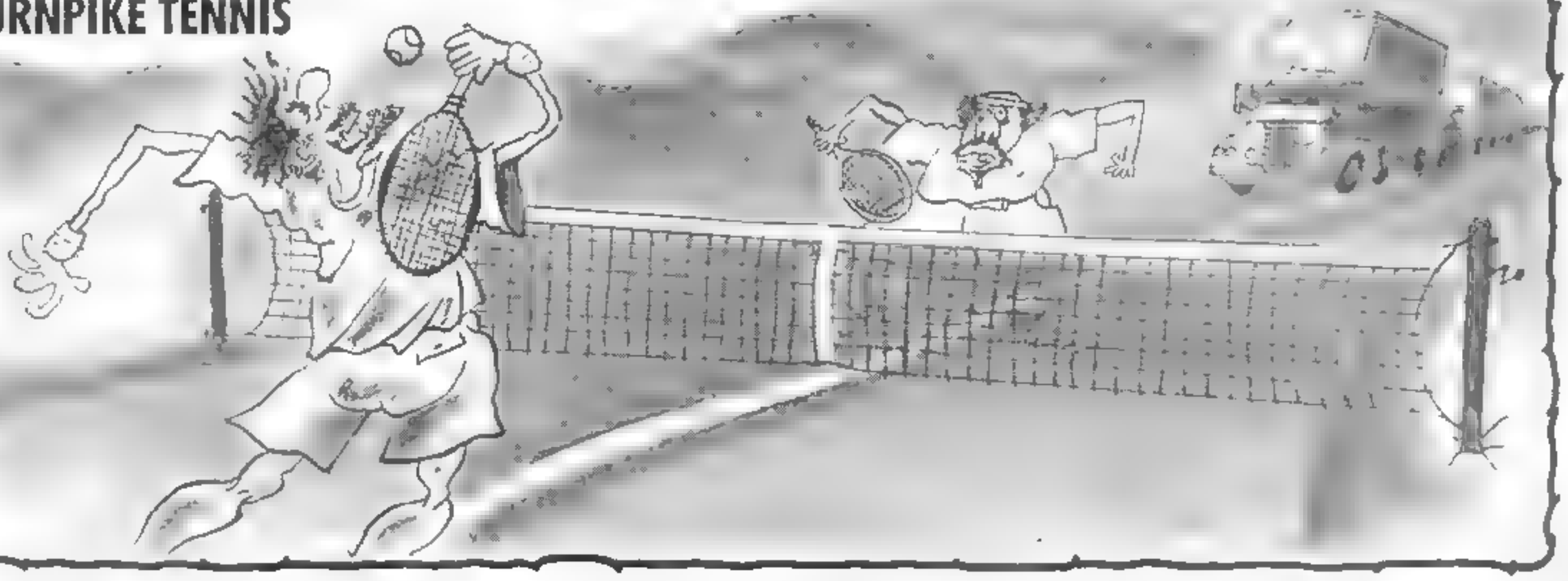
## OIL SLICK SURFING

## OPEN SEWER STICKBALL

## BACK ALLEY BOWLING

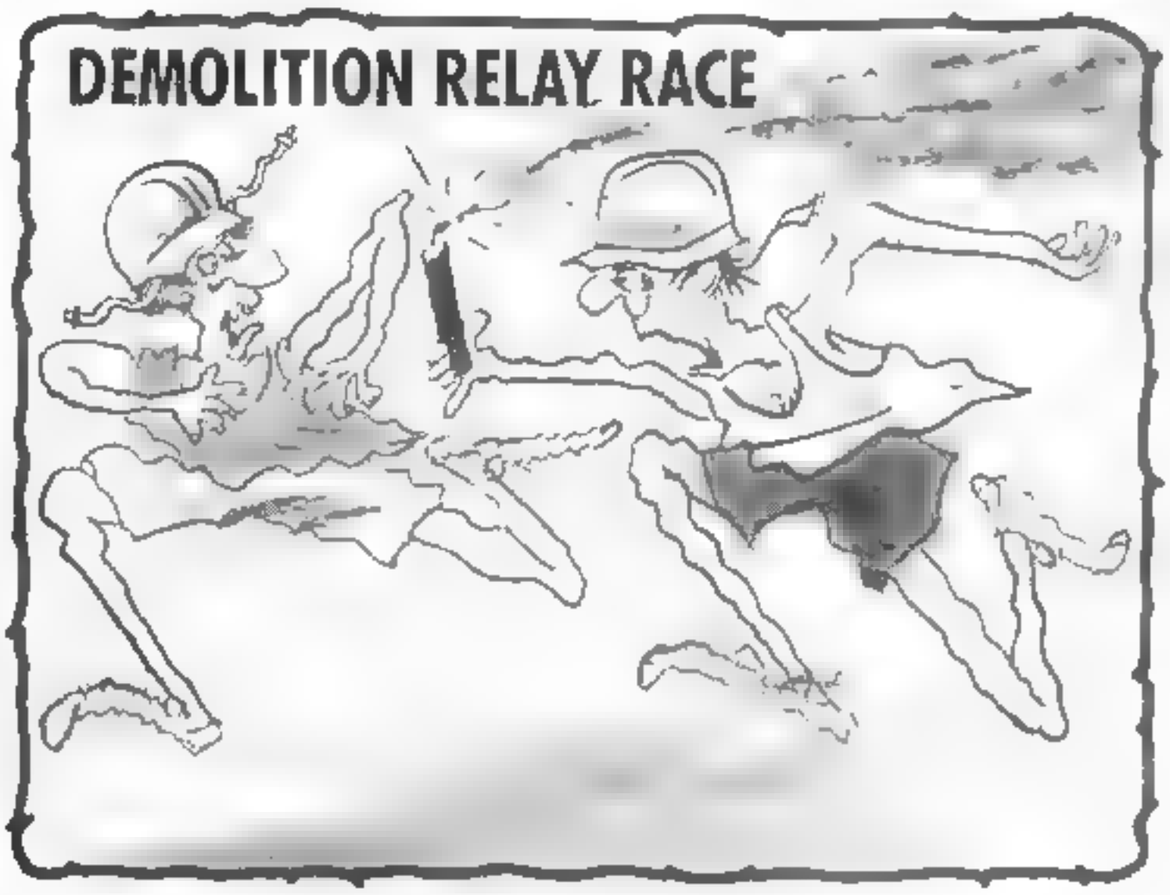
# ORTS FOR THE VERY DARING AND THE SUPER STUPID

## TURNPIKE TENNIS

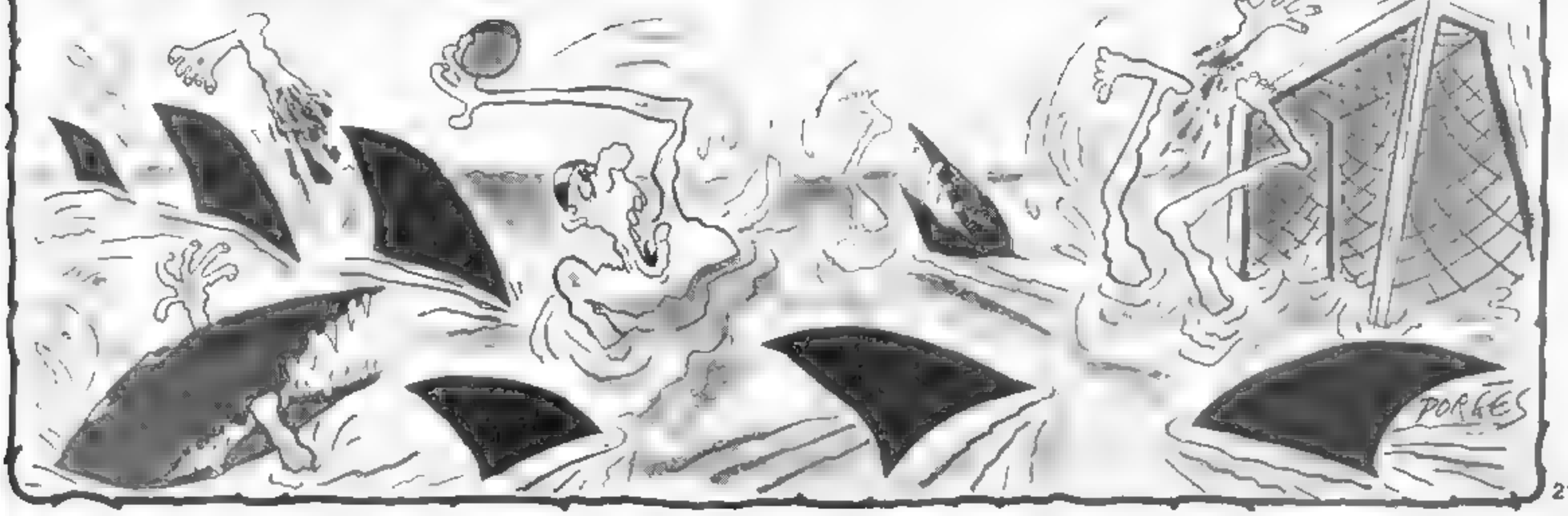


## CONCRETE FLOOR WRESTLING

## DEMOLITION RELAY RACE



## SHARK-INFESTED WATER POLO



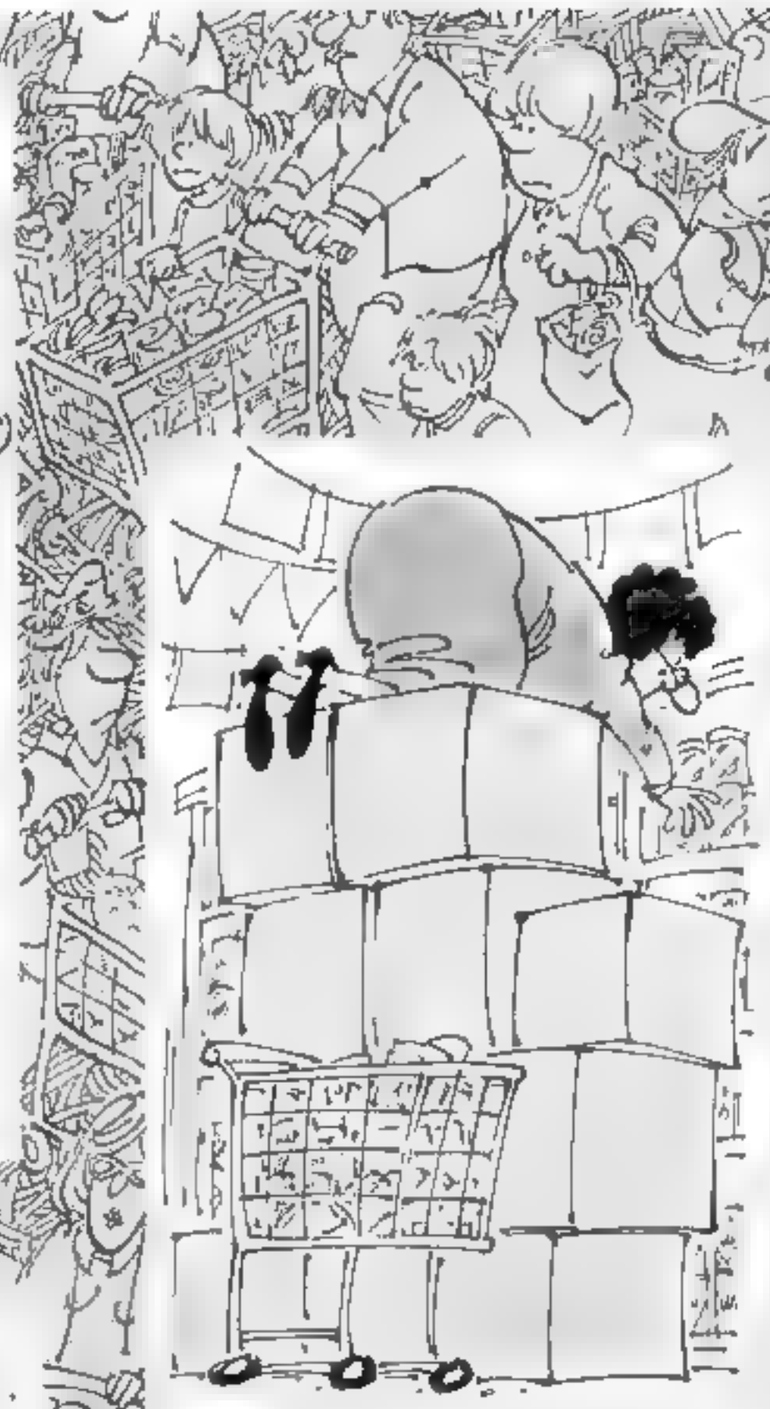
SHELF CONTROL DEPT.

If you're a consumer (and who isn't?) you must have noticed that no matter which supermarket you go to, your shopping experience is pretty much the same: LOUSY! Why? Because all supermarkets follow secret, diabolical guidelines that store employees must swear to never reveal to the public. But we at MAD have discovered them, and expose them here for the first time:

# SECRET SUP

ARTIST: PAUL COKER

**Produce Department Rule #409:** At least 85% of all fruit and vegetable plastic bags shall not be openable at either end.



**Shelf Stocking Rule #22.8:** At least 33% of the shelves in every aisle shall be blocked by large, heavy boxes making merchandise impossible to reach.

**Unit Pricing Rule #96.2:** All products shall be marked in such a way so as to make comparative pricing impossible.

**In-Store Announcements Rule #17.6:** The public address system shall be adjusted so that all announcements are blood-curdling, startlingly loud, yet totally garbled and distorted.

**Computerized Cash Registers Rule #9.9:** All checkout clerks shall be required to drag products over the UPC scanner a minimum of four (4) times before its price registers.

# ERMARKET RULES

WRITER: CHARLIE KADAU

**Meat Counter Rule #545.7:** Each meat package shall contain *not less* than six (6) ounces of red, sticky, smelly, dripping blood.

**Coupon Rule #666.2:** For any store merchandise offered in conjunction with a newspaper coupon, supermarket management shall order stock in quantities that will fall far short of the anticipated customer demand.

**Deli Department Rule #29.1:** The egg, shrimp, chicken and potato salads in display cases shall each have a hardened, dried-out crust of *not less* than ½-inch.

**Merchandise Displays Rule #818.2:** Product displays shall be constructed in such a way so that the removal of any item shall cause the entire display to collapse.

**Checkout Counter Scheduling Rule #744.9:** During the store's busiest hours, the registers shall be operated by the slowest, clumsiest and most incompetent checkout clerks

TO ERR IS REAGAN; TO FORGIVE, A CRIME DEPARTMENT

# The Official MAD Pardon Of Ronald Reagan

## President Of The United States 1981–1989

**WHEREAS** *Instead of proposing massive funding in the fight against AIDS, Ronald Reagan recommends abstinence because it works so well for his age group;*

**WHEREAS** *He has been strong on law and order everywhere—EXCEPT in the White House;*

**WHEREAS** *He calls hired killers TERRORISTS if they're on their side and FREEDOM FIGHTERS if they're on our side;*

**WHEREAS** *Ronald Reagan quickly fired Col. Oliver North when things looked bad and then called him a NATIONAL HERO when things looked good;*

**WHEREAS** *He sends troops to the Persian Gulf so they can get shot at with weapons he supplied to our enemies;*

**WHEREAS** *He appointed an Attorney General who's under more suspicion than the crooks he's supposed to catch;*

**WHEREAS** *Ronald Reagan recommends ketchup as a "vegetable" for the poor while millions of tons of food rot in government warehouses;*

**WHEREAS** *Ronald Reagan is known as the "Great Communicator," but only allows reporters to shout questions at him as he walks to and from his helicopter;*

**WHEREAS** *He urges Americans to be more competitive with Japanese businesses while cutting funds for the education Americans need to become more competitive with Japanese businesses;*

**WHEREAS** *Ronald Reagan fights drugs with the slogan "JUST SAY NO!" and then uses the same slogan when the Drug Enforcement Agency asks for more funds to fight drugs;*

**SO BE IT RESOLVED** *that for these (and any as-of-yet undiscovered) misdeeds, MAD Magazine grants Ronald Wilson Reagan a full, complete and unconditional pardon...unfortunately for Reagan, nobody else in America does!*

Alfred E. Neuman

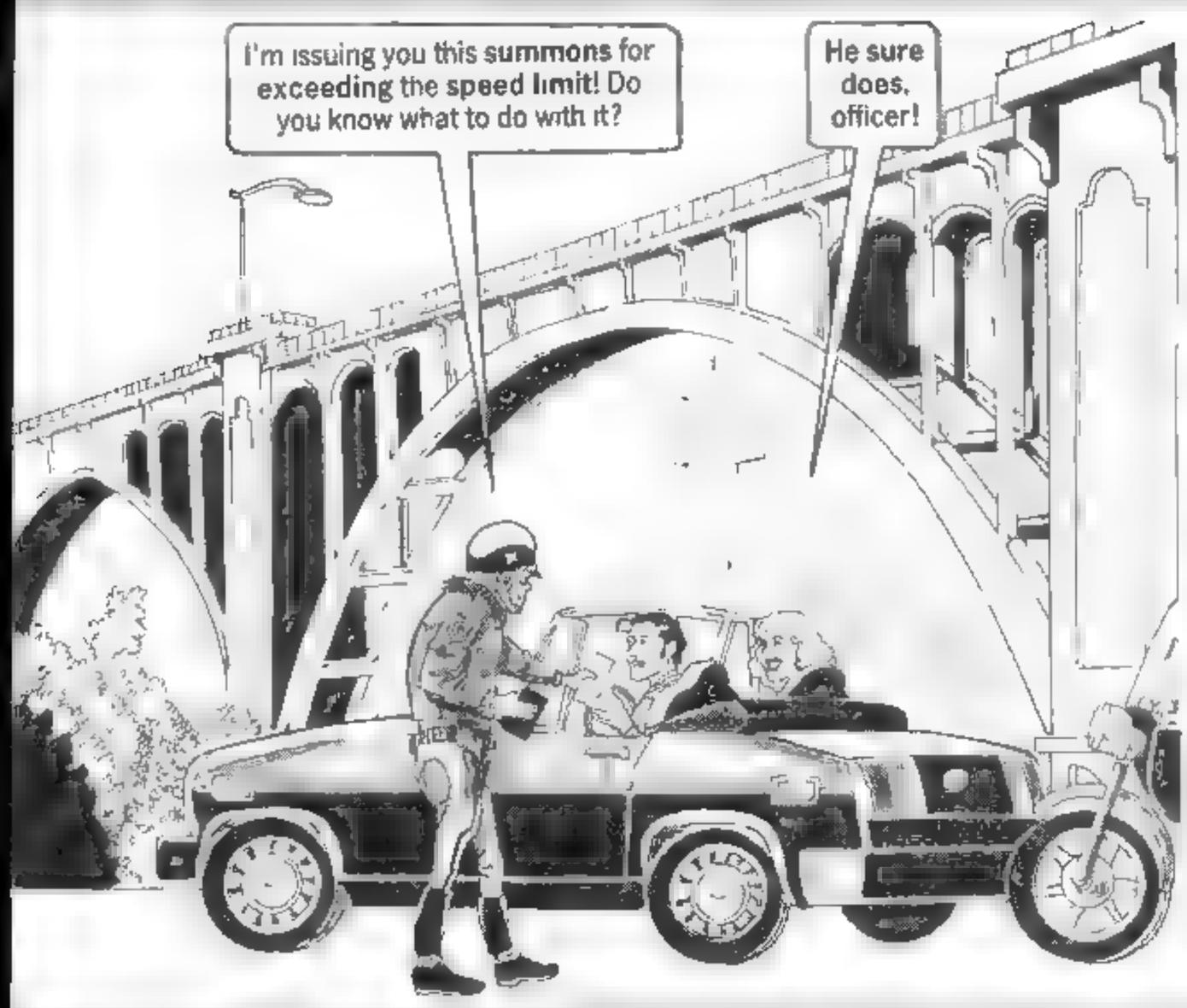
OFFICIAL SEAL OF DISAPPROVAL

WRITER: AL JAFFEE

GYP ONE FOR THE WINNER

IGOD

## SPEEDING TICKETS



BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## ATTRACTION

This is my lucky day, E ena! My chemistry professor is very handsome and very single, and he just sent me this note that he wants to see me!

## REPAIRS

Boy, am I proud of myself! That shaky table downstairs was driving me crazy, so I got a "Fix It Yourself" book and it really worked!
That's great! How did you finally get those legs even?
The "Fix It Yourself" book was the perfect size!
FIX IT YOURSELF

# R SIDE OF...

ARTIST & WRITER
DAVE BERG

## PHYSICAL FITNESS

We've gone two miles and I'm bushed! I'm an idiot for letting you talk me into this masochism!
Oh, ease up, already! Just keep running and after a while you'll get a rush of euphoria and shout for joy!
You're right! I feel like shouting right now...
Hey, TAXI!

## BRAND NAMES

Hey look! A shelf full of Brenner Beer!
BUY A 6 PACK OF Brenner Beer!
What's so surprising about that?
I thought they only made T-shirts!
Brenner Beer!

## RELATIONSHIPS

## COMMUNICATION

I just had a long talk with Mitch about his learning from our experience, but I couldn't reach him!
It's that way with so many youngsters today! If they won't learn from our mistakes...

## PERSUASION

Eat your salad!
No! I hate salad!
Don't you want to grow up big and strong?
Will it put hair on my chest?
It sure will!
I don't want hair on my chest!

## HOME DECORATION

I've spent a lot of money and time decorating and refurnishing this living room!
Yes you did! And I must say you did a great job! It's so deliciously comfortable!

## SHOPPING

## PARTIES

# INVESTMENTS

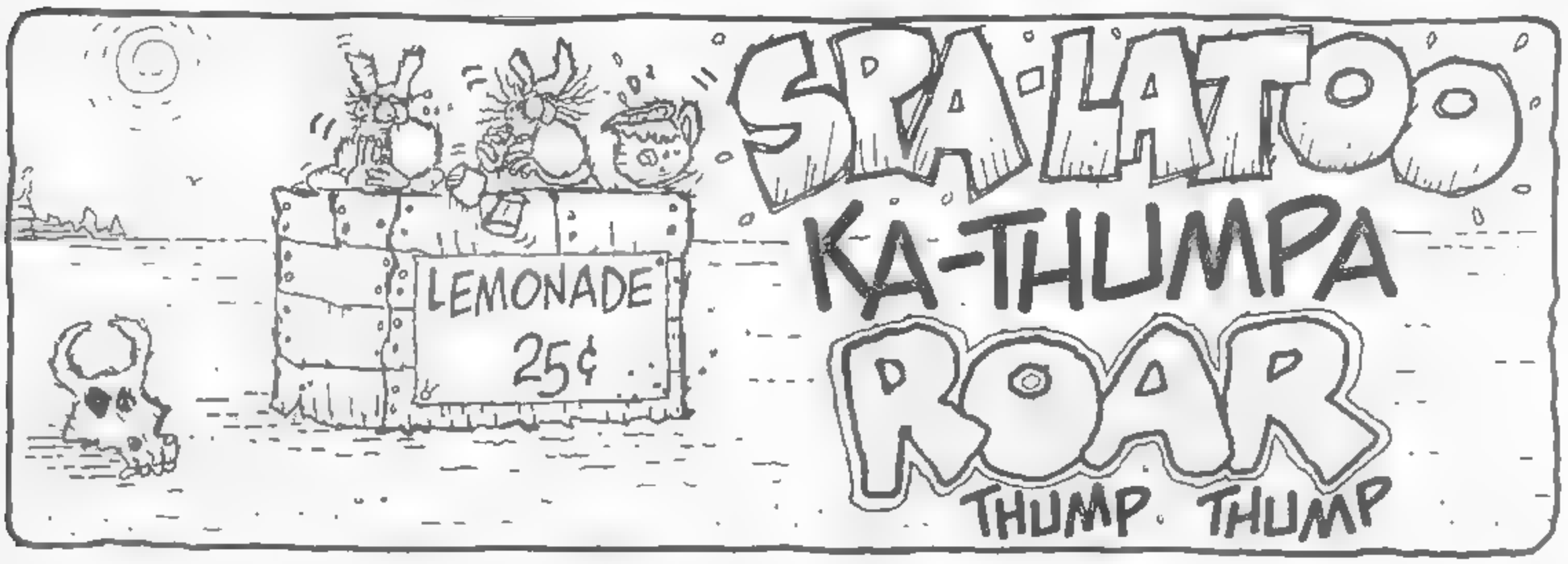
Tennis sure is an expensive way to keep in shape!
I hear you — racket, balls, warm-up suits, sneakers, lessons, court time..
That's the easy part! I'm talking about chiropractors, bandages, muscle relaxants, ice packs, ointments...

# CREATIVITY

# DOCTORS

Kaputnik, you're very fortunate to be living in this day and age! In the past 25 years, medicine has made enormous progress in keeping people feeling younger!
So how come I felt younger 25 years ago?

# THE DISASTROUS DESERT DRAMA



EDITIONS AND SUBTRACTIONS DEPARTMENT

# CELEBRITY

When TV shows visit the homes of famous people they show the pool, the sauna, the 50-foot kitchen. But you never see any books. Why not? Can't celebrities read? Sure they can! So what books are they hiding? We did a little MAD investigating, crashed a few private libraries, and turned up these..

ARTIST: SAM VIVIANO

*JOHN MADDEN*
"Winter Catalog of Size 58 Slacks"
"Coaching: Springboard to TV Commercials"
"Dull Sports Anecdotes for All Occasions"
"Cosell's Guide to Making Football Sound Complicated"
"How to Appear Laid Back When You're Completely Hysterical"

*DAN RATHER*
"The Day Cronkite Retired (and Other Memorable Dates in History)"
"Loni Anderson's E-Z Guide to Sex Appeal in Slipover Sweaters"
"Libel Laws and Their Little-Known Loopholes"
"The Barbara Walters Book of Pubwik Speaking & Ewocution"
"Proclaiming Election Winners on the Basis of Two Votes"

1,001 CLEVER WAYS TO END A NEWSCAST
THE BIG PICTURE BOOK OF COLORFUL INVECTIVE
I AM THE SECRET SQUARE by the Late Paul Lynde

*FRANK SINATRA*
"Who's Who in Sicily"
"Who's Who in Las Vegas"
"Who's Who in Hoboken"
"Who's Who at the Bottom of the East River"
"Good Manners, and Why Celebrities Don't Need Them"
"Profiles in Arrogance—Louis XIV to Leonard Brenner"

*JOAN RIVERS*
"Good Taste, and How to Get Rich by Ignoring It"
"Use Nervous Mannerisms to Drive Your Friends Bonkers"
"Bette Midler's 101 Tips for Becoming a Classy Broad"
"The Sean Penn Guide to Total Politeness"
"How to Lose Old Friends and Use New Ones"

# READING LISTS

WRITER: TOM KOCH

*BROOKE SHIELDS*
"Retaining Your Sex Appeal Beyond Puberty"
"Actor's Guide to Unskilled Movie Directors"
"Groucho Marx on Beauty for Bushy Eyebrows"
"Speaking Lines You Don't Understand: The Method Actor's Bible"
"How to Cut the Umbilical Cord by Age 50"

*GEORGE STEINBRENNER*
"Build Your Self-Esteem by Owning Athletes"
"Everything You Need to Know about Baseball, as Told by the Three Stooges"
"Biographies of Famous Unlikable People"
"Are Throwaway Managers Worth Recycling?"
"The Yankee Tradition—and 500 Ways to Destroy It"

Mummie Dearest
BACKSEAT MANAGING MADE EASY
Achieving That Manly Look— The Natural Way
How To Win Friends and Influence People

*MICHAEL JACKSON*
"The Ink Spots and Other Lifelong Boy Sopranos"
"Dare to Wear Epaulets"
"How to Profit from Your Strangeness"
"What the Well-Dressed Man Should Wear—on One Hand"

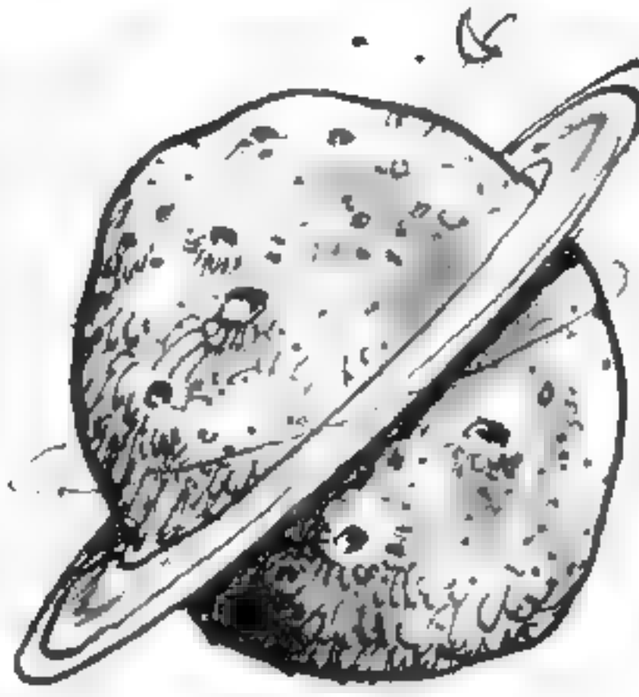
*AYATOLLAH KHOMEINI*
"Burning the American Flag—and Other Party Games"
"Mecca on Five Drachmas a Day"
"The Beard Lice Breeder's Handbook"
"*The Pope Is Satan!* and Other Bedtime Stories for Children"

SAM VIVIANO

A BAD CASE OF CONSTELLATION DEPT.

Every year, thousands of long-winded Astrology books are sold which describe the personalities and habits of people born under the 12 Signs of the Zodiac. Well, now there's no need to wade

# MAD'S INSTA-ZODIAC



ARTIST: HARRY NORTH

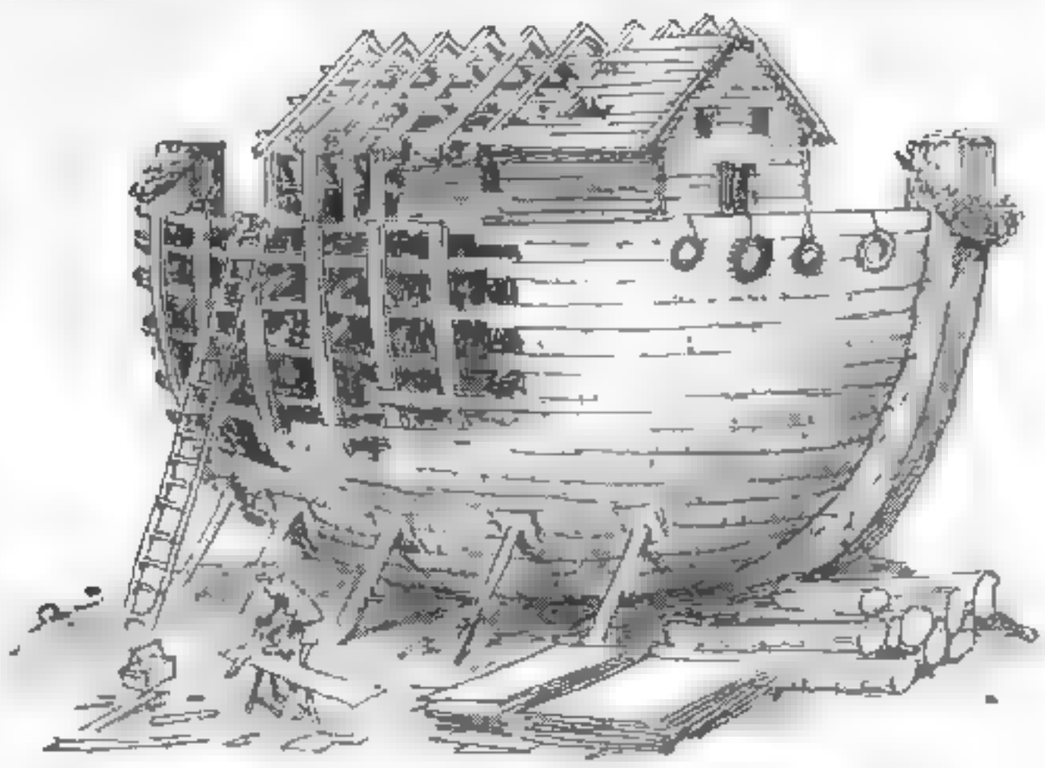
## ARIES

**Aries people (Mar. 21–Apr. 20) are bold, fearless, rebellious and pioneering. You know this from the way they:**

| | |
|---|---|
| Tattoo their neighbors' children. | Punch out their UPS delivery men. |
| Jog underwater. | Train their parakeets to maim. |
| Put tabasco sauce on their ice cream. | Turn over broiling barbecue steaks with their bare hands. |
| Act nonchalant after walking through plate glass windows. | Entertain guests with color slides of accident victims. |

## TAURUS

**Taurus people (Apr. 21–May 21) are patient, practical, serious and solemn. This is evident from the way they:**



| | |
|---|---|
| Describe the 100-Years' War battle by battle. | Bore their computers. |
| Show a passionate interest in storage batteries. | Count cows while driving cross-country. |
| Are mistaken for mummies. | Frame Tommy Hearns witticisms above their fireplaces. |
| Take long weekends in their cellars. | Turtle Wax their shoe trees. |

through all those pages just to find out if your Aquarian sweetheart is the girl of your dreams, or if your Capricorn brother is the schmuck you think he is. You can find out fast by using...

# NT GUIDE TO CRYPES

WRITER, FRANK JACOBS

## GEMINI

**Gemini people (May 22–June 21) are restless, versatile, quick-witted and inventive. You know it from the way they:**

| | |
|---|---|
| Carpet their floors with used toupees. | Are adept at juggling semi-soft cheeses. |
| Jump out of cakes at funerals. | Perform surgery while sky-diving. |
| Build giant sculptures out of hard-boiled egg yolks. | Serve Count Chocula at formal dinners. |
| Share their condominiums with live-in Pygmies. | Decorate their toenails with Smurf decals. |

## CANCER

**Cancer people (June 22–July 23) are emotional, thrifty, nostalgic and home-loving. This is clear by the way they:**

| | |
|---|---|
| Cry during Mel Brooks movies. | Bronze their baby teeth. |
| Feel "that way" about fan belts. | Bathe with their sheepdogs. |
| Save old kitchen sponges for their sentimental value. | Feel their pulse racing at garage sales. |
| Inscribe inspirational sayings on toilet paper. | Join hands while watching Oprah Winfrey. |

# LEO

**Leo people (July 24–Aug. 23) are regal, commanding, egotistical and gregarious. You know this from the way they:**

| | |
|---|---|
| Monogram their dentures. | Send mash-notes to themselves. |
| Are proud to park in spaces reserved for the handicapped. | Instruct their wives to address them as "Bwana." |
| Train their pit bulls to curtsey. | Demand tribute from their Street-Cleaners. |
| Show movies of their appendectomies on giant screens. | Wear designer hearing aids. |

# VIRGO

**Virgo people (Aug. 24–Sept. 23) are proper, painstaking, fastidious and discriminating. You know from the way they:**

| | |
|---|---|
| Shower after shaking hands. | Slipcover their houses. |
| Exhibit collections of finely mounted gnats. | Videotape test patterns. |
| Save sunburn peelings. | Launder Kleenex before using. |
| Make love fully clothed. | Introduce themselves to their children. |

# SAGITTARIUS

**Sagittarius people (Nov. 23–Dec. 21) are adventurous, outspoken and unpredictable. You can see by the way they:**

| | |
|---|---|
| Decorate their Christmas trees with shrunken heads. | Make obscene phone calls to their Congressmen. |
| Throw up during soft drink commercials. | Housebreak ostriches. |
| Sleep on all fours. | Do warm-ups for terrorists. |
| Enjoy group sex in hammocks. | Catch Frisbees with their teeth. |

# CAPRICORN

**Capricorn people (Dec. 22–Jan. 20) are traditional, set in their ways, loyal and solemn. You know by the way they:**

| | |
|---|---|
| Gargle in waltz time. | Still support Judge Bork. |
| Feel at home with bison. | Mourn the current lack of interest in Lincoln Logs. |
| Place fig leaves over pictures of Donald Duck. | Perspire freely while watching "The People's Court." |
| Molt after they reach 50. | Display the earwax of their ancestors in mason jars. |

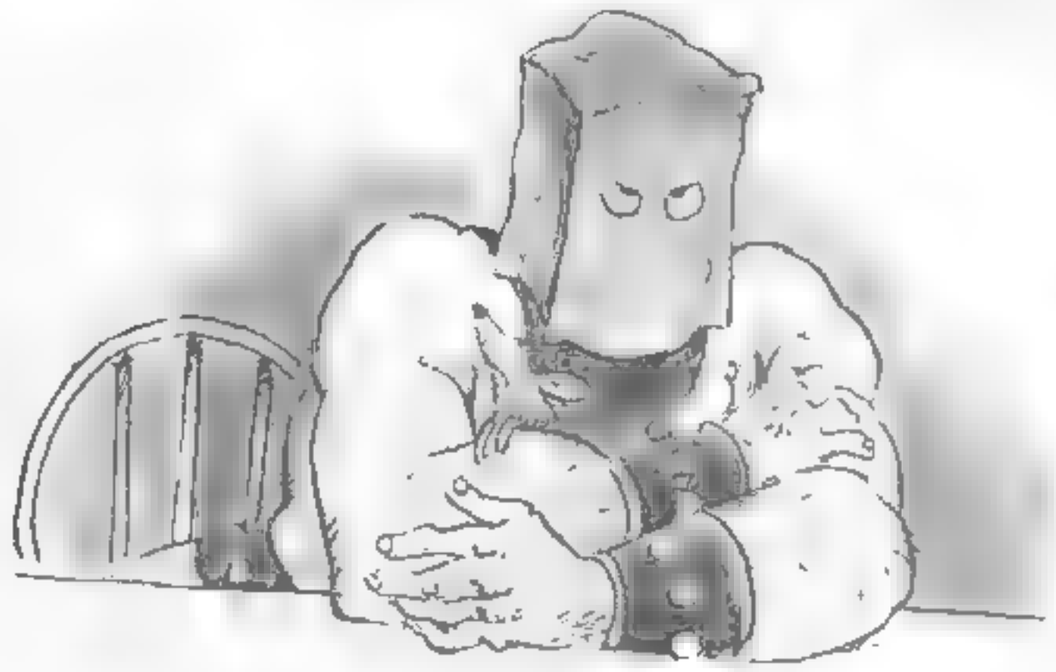
# LIBRA

**Libra people (Sept. 24–Oct. 23) are helpful, indecisive, undemanding and peace-loving. This is evident because they:**

| | |
|---|---|
| Get lost in closets. | Take the person who mugged them to lunch. |
| Dial "Weather" and are put on hold. | Turn themselves in for jaywalking. |
| Find momentary beauty in quicksand pools. | Are usually mistaken for large shrubs. |
| Grovel before busboys. | Floss the teeth of stray dogs. |

# SCORPIO

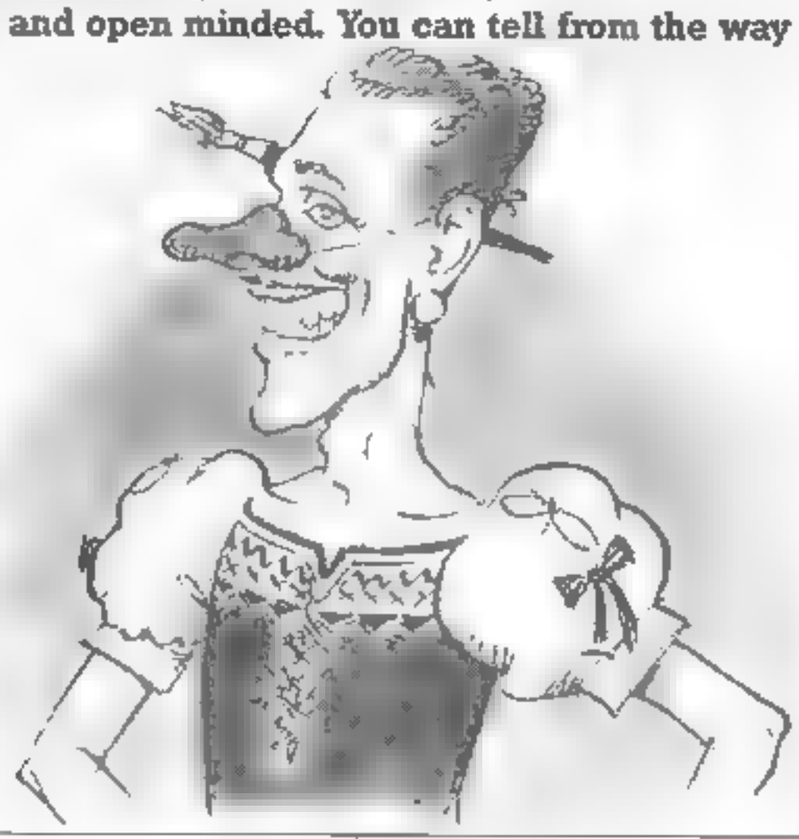
**Scorpio people (Oct. 24–Nov. 22) are powerful, secretive, intense and possessive. You know from the way they:**



| | |
|---|---|
| Fingerprint their children. | Outstare killer whales. |
| Put out contracts on yodelers. | Mutter to "The Battle Hymn of the Republic." |
| Spoon-feed their cobras. | Run in marathons wearing jack-boots. |
| Crouch in swamps during the full moon. | Plant land mines in their front lawns. |

# AQUARIUS

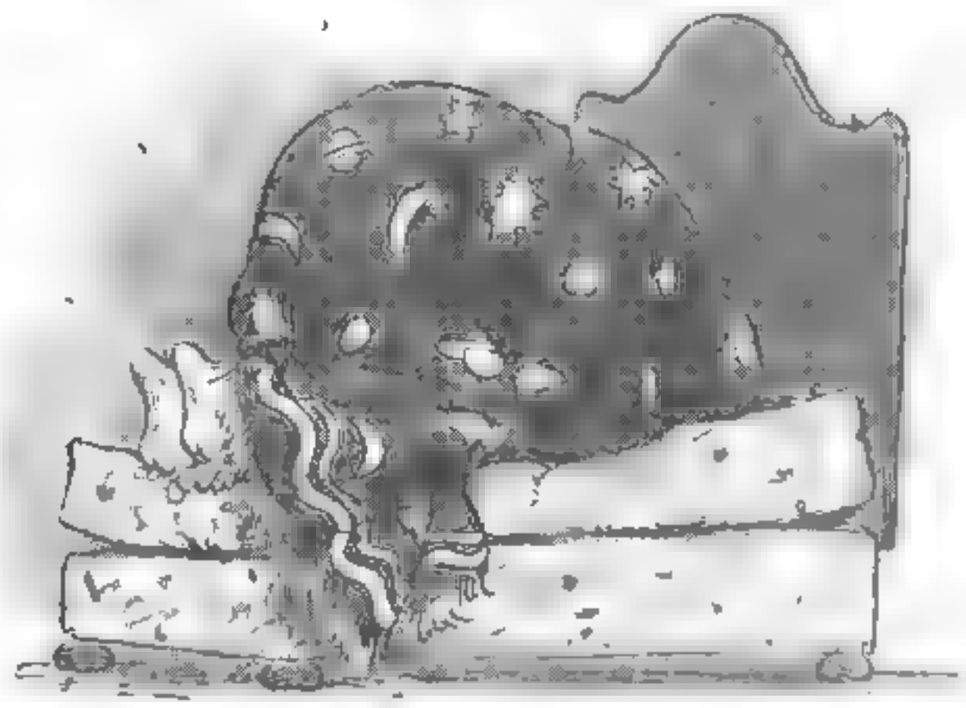
**Aquarius people (Jan. 21–Feb. 19) are unconventional, creative and open minded. You can tell from the way they:**



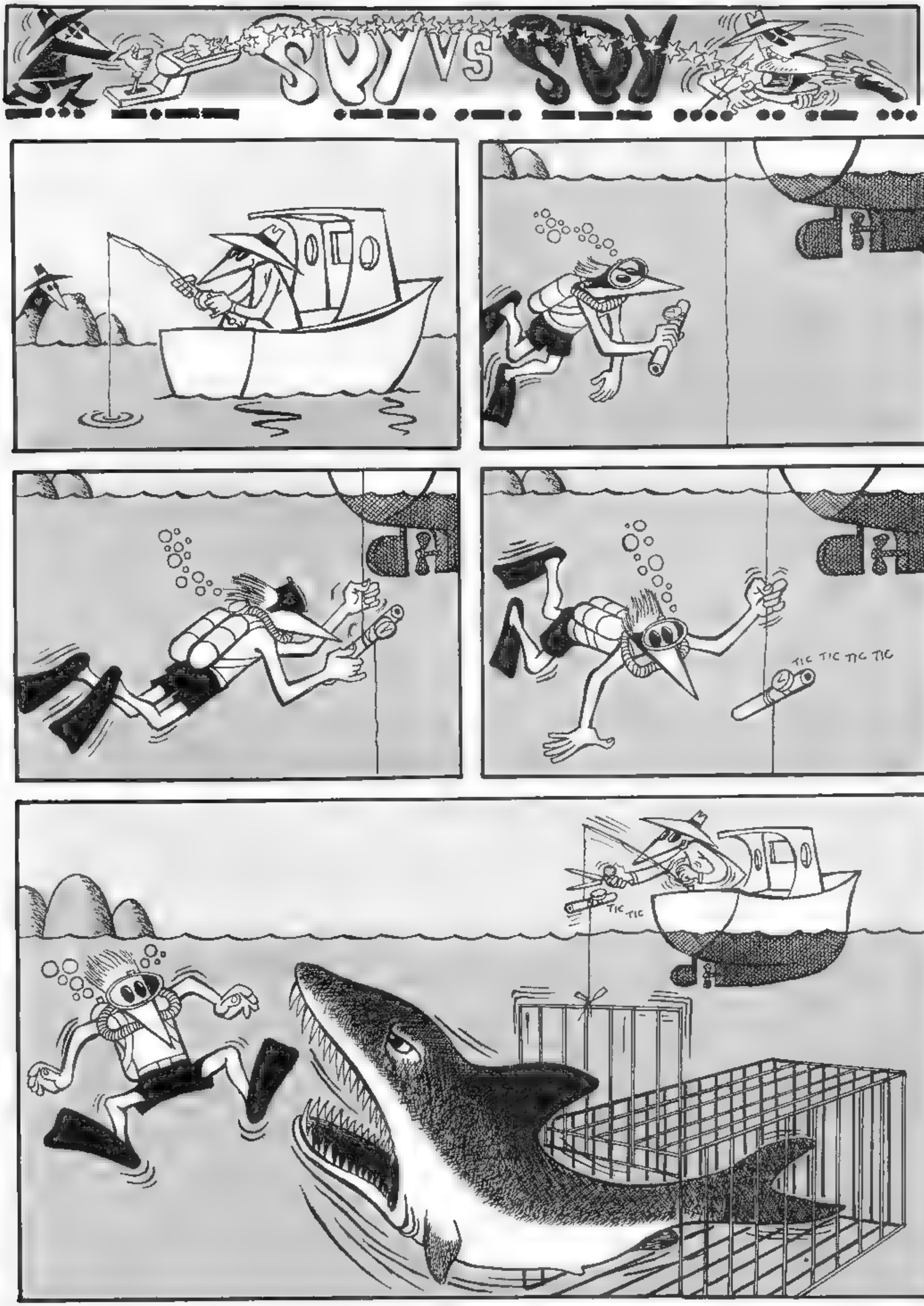
| | |
|---|---|
| Watch "60 Minutes" naked. | Root for the werewolf in horror films. |
| Swallow billiard cues. | Ward off disease by wearing garlic Speedstick. |
| Have grandparents who are into leather. | Meet their lovers in the rear of Chinese laundries. |
| Fit out their giraffes with mesh stockings. | Vacation in wind tunnels. |

# PISCES

**Pisces people (Feb. 20–Mar. 20) are dreamy, unambitious, mystical and vulnerable. This is evident by the way they:**



| | |
|---|---|
| Describe in detail their past lives as pigeons. | Get trampled on escalators. |
| Are used as surfboards by Scorpios. | Fail as derelicts. |
| Flavor their Big Macs with incense. | Pray in public bathrooms. |
| Keep warm in winter by covering themselves with topsoil. | Study to become human sacrifices. |


SPY VS SPY
TIC TIC TIC TIC
TIC TIC

## ...AND THEY DON'T HAVE A PLOT TO PEEK IN DEPT.

There's a movie out that shows how bumbling detectives spying on a beautiful girl (under the guise of trying to catch her villain boyfriend) almost break more laws than the villain himself! This movie contains a ton of bad slapstick, several pounds of lurid flesh and just about an ounce of logic. If you decide to waste your money on this flick, be warned: it's not the popcorn burning in the lobby that's making an awful smell, it's the movie's bad acting and weak plot that's causing such a...

# STINKOUT

ARTIST: ANGELO TORRES WRITER: DICK DEBARTOLO

Bilk, will you quit goofing off!

Goofing off?!? We've been here only 25 minutes and I've already fired at six innocent bystanders, driven a forklift into the ocean and bungled an attempt to finally catch the creep we've been after! What have YOU done???

More than that! I've fallen into a tank of dead fish, fired at seven innocent bystanders and terrified a room full of sardine stuffers! So I'm at least two screw-ups ahead of you!

It sure would be nice if those two clown detectives were a little more concerned about catching crooks than seeing which one of them is the bigger screw-up!

I like 'em! They're the ones who lent me this gun I'm using to hold you up with!

These days, all cops seem to be bumbling idiots who act outside the law!

I know, ma'am, but that's just a passing trend in today's movies!

I don't mind it in the movies! I'm talking about so many of today's real cops bumbling outside the law!

OLD CHUM

MUNDUS

DOWN AND OUT IN SEATTLE WASHINGTON

Wretched Runtgomery broke out of jail today. Officials said prison guards should have been suspicious when a truck pulled into the high security facility to deliver diapers and then left with a 6-foot, 170 pound baby!

Gentlemen, this is Agent Lust of the FBI.

Runtgomery has a girlfriend here in Seattle. Her name is Marina McFire and he may try to visit her. If you spot him, disarm him, lock him up and call me. I'll handle the hard part!

Superior surveillance?

No, comic relief!

That escaped convict may come here to Seattle. Although the Bureau has thousands of agents, you can understand why we've come to a dinky police station like this to ask for help.

What's the hard part?

Looking intelligent on camera for the six o'clock news!

We rented an apartment across the street from Marina. I want it watched day and night!

Isn't watching an innocent girl in the privacy of her own home day and night lewd and immoral?

Well...yes.

Good! I just wanted to make sure I was taking on MY KIND of assignment!

NUTS

Just look at this place! It's a wreck!

Well at least it's got running water.

Yeah, the water runs out of a broken pipe onto the floor!

You're right, it's gonna be hard filling water balloons to drop on people walking below. But no one said police work was easy!

Bilk, can you hear me? I'm cutting the wires to Marina's phone...

I can hear you fine. Just be sure to cut the right ones!

I know what I'm doing. There, it's done! Bilk...Bilk? Bilk? I cut the wrong wires! Good! That puts me one screw-up ahead of him for today!

Hi, I'm from the phone company

Is there a bug in my system?

Not yet, but give me a few minutes!

The bug's in place but I have to sneak back into Marina's apartment. There's something I have to check out!

Some letters ■ her dresser?

No, her body in the shower!

Binoculars! Telescopes! Telephotos! Does the Department own all this stuff?

Most of this equipment is mine! This job's got my eyeballs so screwed up these days I can't even watch television except through binoculars!

Should we order in some food?

Okay, but put the menu on the wall so I can read it through my binoculars!

HALLEY'S COMET MODEL

SURE SHOT

Boy, these are really powerful binoculars! I can see Washington!

Of course you can see Washington, you schmuck! We're in Seattle!

I mean Washington, D.C.! There's a hot scene going on in the back of this limousine..

NOW VOYEUR

That's Lt. Farewell! He gets into a serious government situation and there's NO WAY OUT!!!

If I was in the situation he's in right now, I sure would hope there was NO WAY OUT!!!

So what's your name?

Sorry, I don't give out my name on a first date!

That's okay, you're giving out everything else!

GO NAVY

Wipe the steam off those binoculars while I go out and get something to eat!

Are you going to get Chinese food from down the street?

Nah, Mexican food from across the street! I was watching Marina through the telescope! She's making chili!

Damn! Getting the person you're spying on to make dinner for you definitely puts you one giant screw-up ahead of me for the day!!

Hi, Marina! Have you eaten the chili yet?

How did you know that I made chili?

Er, you've heard of the "Galloping Gourmet"? Well, I'm sort of like the "Psychic Gourmet"! I know what everyone in America eats for dinner!

CHIL CON BLARNEY

Are you expecting someone else?

No, why do you ask?

Well, for one thing, you keep smirking and giving the "thumbs up" sign to the building across the street! And for another, you set the table for three!!

Oh my God! It's morning! I've got to get out of here before I'm found out by the chief!

Marina, I've got to go NOW!

What's so important?!?

I...I, er, just remembered I left the master phone off the hook! That means no one in Seattle can get a dial tone!

Look...I'll explain later...but for now, I'm going to wear your hat and coat!

Wow! And I thought you were kinky last night! What other dirty little secrets do you have?!?

You saved me just in time! Another two minutes and I would have been caught!

You're in such a rush to get away from her, I'll bet she mentioned the word "commitment"!

Escaped convict Runtgomery drowned in a river after an unbelievably long and mundane car chase. Officials said Runtgomery was lucky because police were planning to add "failure to pay a toll" to his triple murder rap!

That's it! The stakeout's over! Now we'll have to peep in the girl's apartment and not get paid for doing it!

I'm going over to Marina's apartment and tell her the truth...which I'll make up on the way over!

Hang on a second! I just brought Brandull High School into view! Looks like a terrible knife fight's going on there!

Where is the Security Guard?

He's the one being knifed!

Brandull High, huh? I hear they have a real loser there as THE PRINCIPAL!

Sick, you get drunk, you get into bar fights and you can't even hold your marriage together! You're no longer fit to be a school teacher!

So the School Board is making you the new Principal of Brandull High!

BELCH!

Who cares about the Principal! Let's see if I can find the window to the girl's shower room for us to peek into!

I can't stand here all day and look at other movies! I've got to talk to Marina!

Just one more minute! Look through this telescope! It's Richie Valens singing "La Bamba!"

Wow, that telescope is more powerful than I realized! You're looking all the way back into the 1950's!!!

Listen, Marina, I don't work for the phone company! And I can't get you touch tone dialing and free long distance service. But everything else I told you is the truth!

Can I really believe that, Dave?

Oh, and my name isn't Dave!

Okay, I'll give you the whole ludicrous story! I'm a detective trying to track down your old boyfriend who just escaped from prison! For the past few days me and my bumbling partner have been in the building across the street looking into other movies, but mainly watching YOU through binoculars very carefully!

How carefully?

Well, let me put it to you this way...You won't be needing a physical for another year!

Get out of this house! And this time, leave in your own clothes! I suspected something was wrong from the start! Who ever heard of the phone company fixing a phone before you even report a problem! You were just joking with me from the very beginning!

No, I wasn't! I never joke about love! But, if we are breaking up... can I have my squirting diamond ring back?

Well, well, Marina! Long time no see!

Runtgomery! So you didn't drown in the river after all!!!

No! Now, who's the creep?

I'm. er...I'm a hood, like you! I violated my parole! I'm wanted for impersonating a detective! And impersonating a hood.. and impersonating and actor.. and...

If you were in prison did you know Mad Dog Mikey or Jack the Slasher?

Er. no!

Then who did you know?

Mighty Dog and Sylvester the Cat!

Wait a minute!! I hid $100,000 in cash in this chair and now it's gone!!

Uh-oh! No wonder that decorator paid me to reupholster my furniture!

WHOSE KNIFE IS IT ANYWAY

C'mon! I'm taking you down to the lumber mill!!

Why the lumber mill?

I'm into creative killing and I love the great mood lighting down there! Besides Robocop already used the junk-yard setting for his creative killing!

NUTS

This gun fight in the mood lighting of a lumber yard isn't working out too well! I've fired two shots and hit myself both times!

No you didn't, sweetheart! One of those times you hit me!

Tell you what. I'm going to shoot myself! It's better that listening to you two!

BANG!

Bilk, I captured Runtgomery! And guess what else? Marina and I are gonna get married!

Damn! That really puts you ahead in the screw-up competition! You already screwed-up one relationship! Marina will be your second! Me. I'm still married! Hmmm... Maybe if I get a divorce I could get back into the competition! Hmmm...

**Everybody has seen television commercials promoting some sort of "special offer"...**

**...and then heard the fast-spoken voice-over disclaimer at the tail end of the commercial.**

Schmertz
RENT-A-CAR
PICK-UP
LOT 1
Restrictions may apply based on supply, demand, location, traffic, phase of the moon, and the political and religious preference of customer

**Unfortunately, not all commercials have disclaimers, which is why consumers so often end up ripped-off and disgusted. And which is why MAD, ever eager to improve the world, presents...**

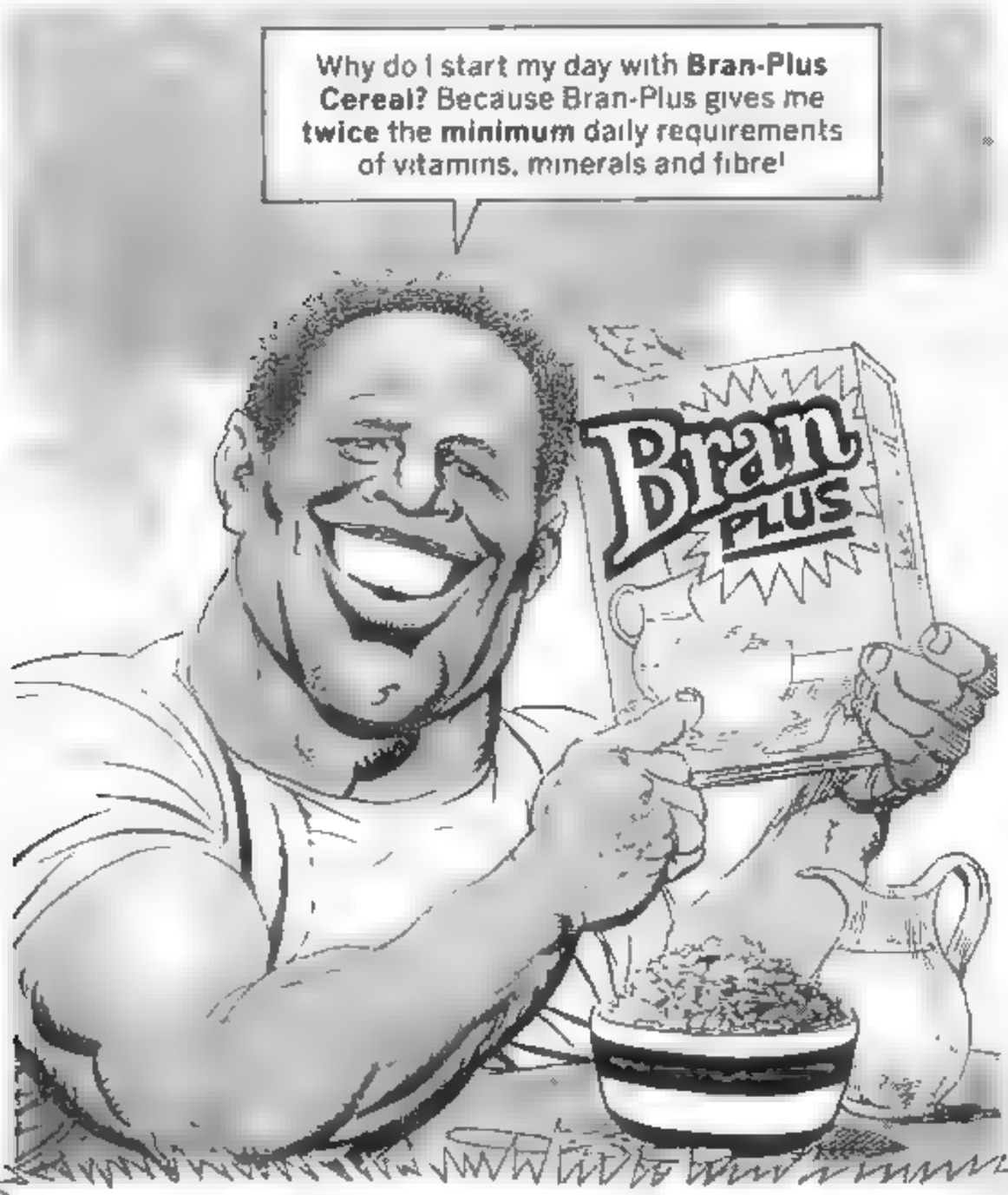
# DISCLAIMERS FOR TV COMMERCIALS THAT DON'T HAVE DISCLAIMERS

ARTIST: GEORGE WOODBRIDGE WRITER: FRANK JACOBS

Use of this product does not guarantee making out. In real life, actress in commercial is married to a CPA and is the proud mother of three. Actor is gay.

Work out at a **gym**? Not **me**! I do it at home with my **Mr. Muscle Exerciser!** Order yours now for only $119.95! Comes with a **lifetime warranty!**

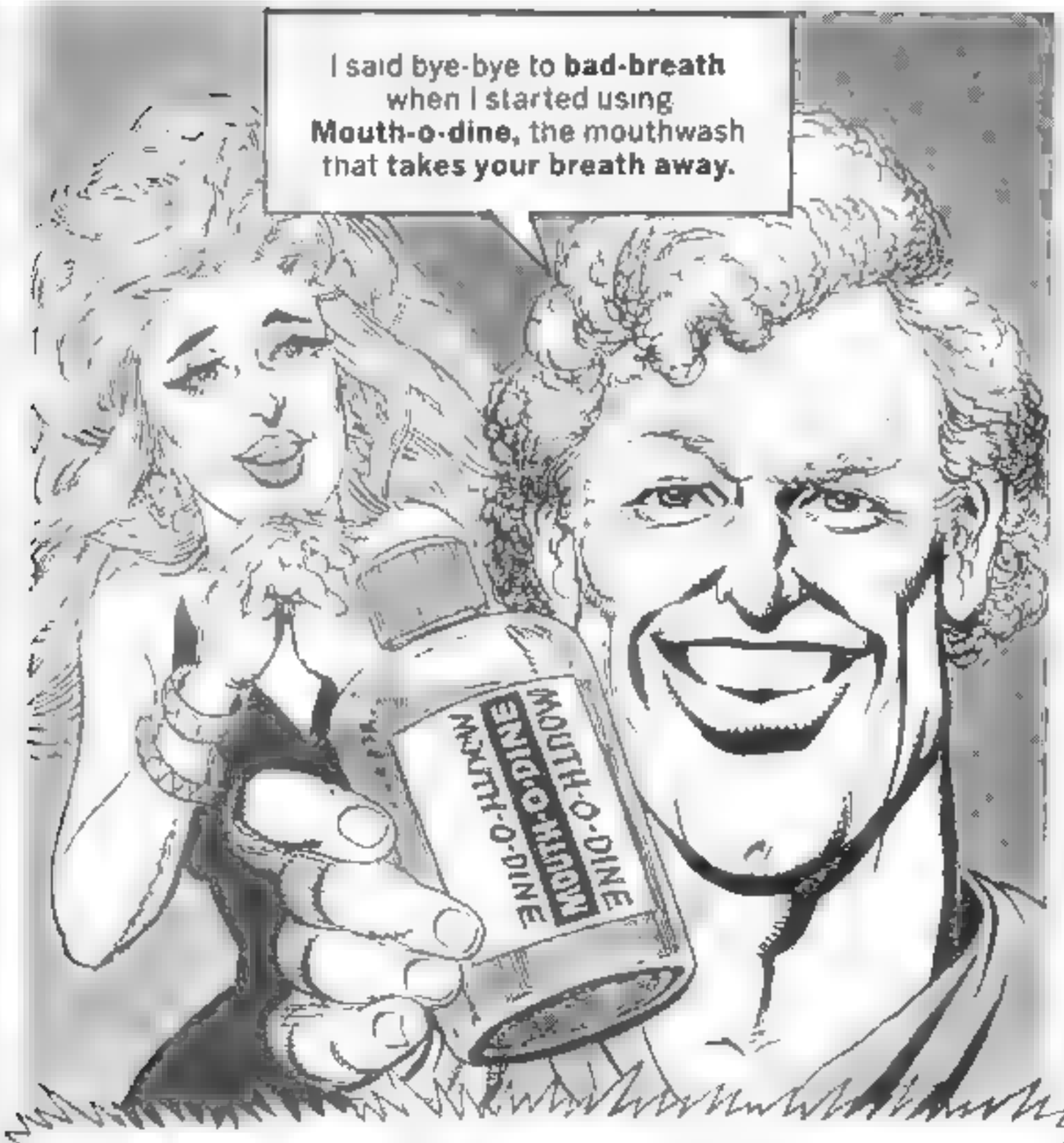
Warranty does not cover parts which arrive damaged. Replacement parts available only from manufacturer in Karachi, Pakistan, requiring payments in Pakistani rupees. "Lifetime" refers to lifetime of the company, which is currently filing for bankruptcy.


Why do I start my day with **Bran-Plus Cereal?** Because Bran-Plus gives me **twice** the **minimum** daily requirements of vitamins, minerals and fibre!
Bran
PLUS

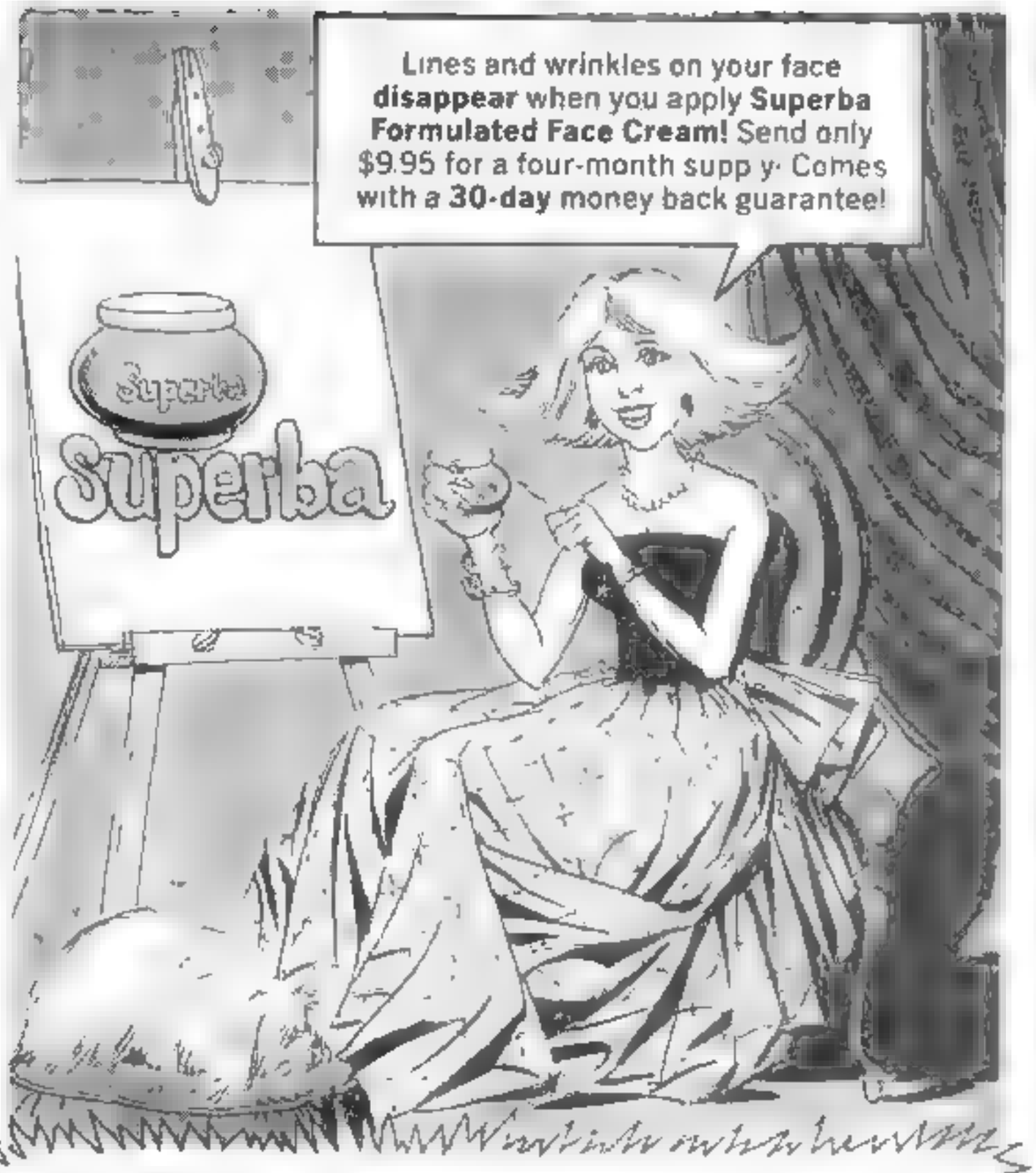
Minimum Daily Requirement is based on the nutritional needs of 100 fasting religious fanatics.

Right now you can get **Wally's Breakfast Bonanza**—two eggs, bacon, pancakes and hash browns—for only $1.99. Look for a **participating restaurant** in your area!

This offer is not available weekends or during peak breakfast hours. 93% of the franchised restaurants have chosen to not participate, so look very hard!


I said bye-bye to **bad-breath** when I started using **Mouth-o-dine,** the mouthwash that **takes your breath away.**
MOUTH-O-DINE
MOUTH-O-DINE

**Provides temporary, occasional and minor relief only. Total, around-the-clock, odor-free breath calls for gargling thoroughly every 15 minutes and purchase of three large-size bottles daily.**


Lines and wrinkles on your face **disappear** when you apply **Superba Formulated Face Cream!** Send only $9.95 for a four-month supp y· Comes with a **30-day** money back guarantee!
Superba
Superba

**Supply lasts four months if used once every two weeks. 30 day money-back guarantee begins on the day we receive order. Allow 30 days for delivery.**

Think how proud you'll be with this **beautiful grandfather clock** in your home. And now, for **a limited time** only, it can be yours for only $39.95, **plus shipping and handling charges!**

**Unit delivered unassembled. One year warranty will elapse before you can put clock together. Add $129.50 for shipping and handling charges.**

Just look at Slug devour that bowl of **Puppy Nosh!** Know why he loves it? Because of all those tasty, **nutritious chunks** of **lean beef!**
PUPPY NOSH

**Slug also goes crazy for cole slaw, macaroni salad, pecan shells, stale Snickers bars, pancake batter, head cheese, watermelon rinds and month-old lard.**

# THE MACABRE MORTICIANS' MELODRAMA

UNDERTAKERS ANNUAL CONVENTION

GENTLEMEN, AS YOU KNOW, THERE ARE TIMES WHEN WE ALREADY OVER-WORKED UNDERTAKERS HAVE TO HANDLE A *MASS* ACCIDENT OR SOME OTHER FORM OF MULTIPLE DEATH!

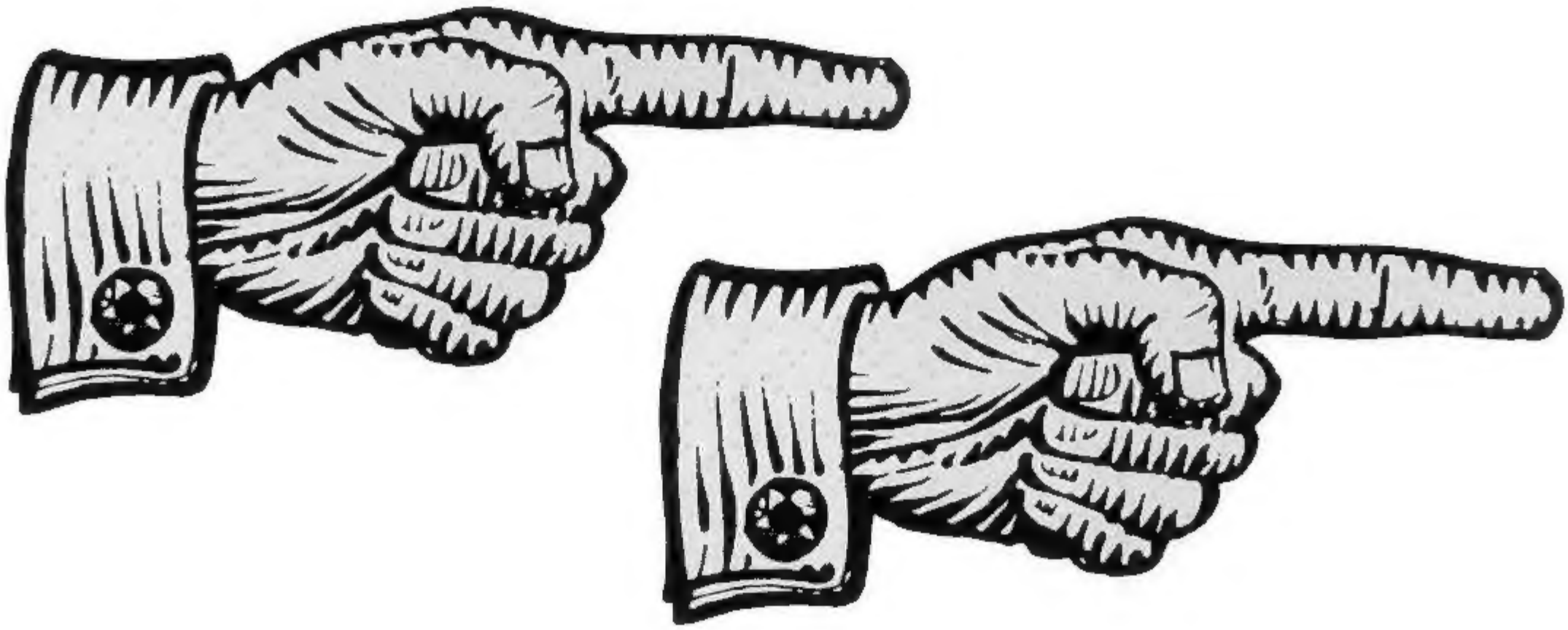
SO, WITHOUT FURTHER ADO, LET ME PRESENT THE LATEST INNOVATION FOR OUR PROFESSION!

THE SIX-PACK COFFIN!

DUCK

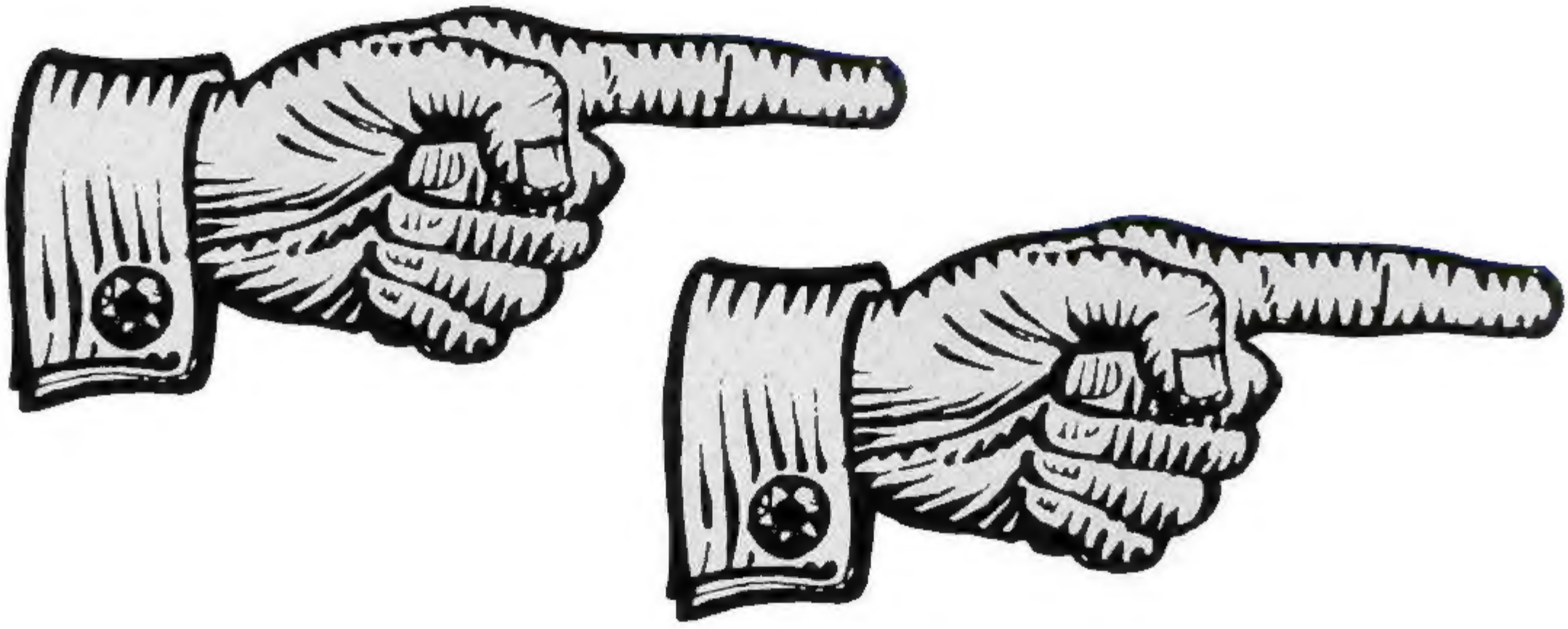


ARTIST AND WRITER: DUCK EDWING



***Nothing to see here!***

***Please skip ahead.***



**WHAT IS FAST BECOMING THE NUMBER ONE CAUSE OF DRINKING AMONG TODAY'S YOUTH?**

## HERE WE GO WITH ANOTHER RIDICULOUS

# MAD FOLD-IN

**Young people today feel pressure from everywhere. To find out what's driving lots of them to drink lately, fold in page as shown.**

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

**MANY VERY YOUNG KIDS CAUGHT DRINKING SAY IT'S BECAUSE THEY ARE PRESSURED INTO IT. THE MOST FRIGHTENING QUESTION IS—WHERE WILL IT ALL END?**

A▸ ◂B

WHAT IS FAST BECOMING THE NUMBER ONE CAUSE OF DRINKING AMONG TODAY'S YOUTH?

FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"

MAN'S
BEST
FRIEND?

AMB

FEBRUARY

$2.95

# Sports Titillate

## Our Annual

sales figures indicate we'd make a lot more money if we could feature a sexy girl in a

## Swimsuit

on the cover of every

## Issue

**SUPERMODEL ELLE MACPHERSON... DELIGHTED SHE'S NOT ON THIS COVER**

A MAD FAKEOUT MAGAZINE COVER

Also Inside: Digital Watches, Sports Blooper Videos, Vinyl Duffle Bags and 12 Other Cheap Subscription Giveaway Come-ons